

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

July 21, 1984

a Benn publication

Nuffield: NPA backs retail mix and new prescribing category

PSNC tenders with BOC and others over home oxygen

Revlon spread the fragrance net — 2,000 more chemists?

Hospital pharmacists need 16pc

Wholesalers to import 'cream' products' if..?

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## COMMENT

The Company Chemist's Association has yet to release its submission to the Nuffield Inquiry, but the other heavyweights — the PSGB, the PSNC and the NPA (see p100) — have all stated their opinions.

The Society accepts that without the retail aspect, community pharmacy numbers would fall, but feels many pharmacists would prefer to concentrate on services specific to pharmacies as it is here they are experienced. The NPA says the opposite and suggests the "mixed" professional-commercial nature of a pharmacy produces a relaxed atmosphere suitable for patient consultation.

The PSNC echoes that idea and offers the ideal solution — individualised remuneration — which allows the pharmacist to choose in which area to expend his energies.

However, all parties are agreed on a number of issues. Government action is required to bring about rational location. The NPA and the Society are critical of the present situation over doctor dispensing. Both are agreed that the Clothier agreement is only a stop-gap measure.

Concern is expressed by the Society over the lack of contact between academic pharmacists and pharmacy practice. The NPA is critical of the content of the current course, while the PSNC goes for the jugular and claims academia is biased against community pharmacy. Community pharmacy is seen to offer little in the way of career development by both the Society and PSNC. The NPA strangely makes no comment on the subject — nor does it on the idea of mobile pharmacies, which other parties see as a possible development within community practice.

All are unanimous on the need for a

new contract. But PSNC is the only body to seek changes to the NHS regulations, calling for relaxation of direct supervision of dispensing (unless a second pharmacist allowance is forthcoming), and more discretion in deciding whether to dispense prescriptions.

The Society and the PSNC both suggest that a category of medicines between POM and P would increase the usefulness of the community pharmacist to the public. The NPA puts forward a slightly different approach which would allow pharmacists to take over some of the repeat prescribing functions of the GP.

While many of these ideas will be familiar to the well-informed, some may confuse those not familiar with the profession. May the Inquiry be blessed with the patience to sift the facts and balance each on its merits.

# NPA backs new 'P' medicines category

**The National Pharmaceutical Association joins others in its Nuffield submission in calling for a greater prescribing role for pharmacists. Support is given to the 'retail mix' in community pharmacy, rational location, and a new review of the undergraduate course.**

A legal category of medicines should be created which can be supplied by the pharmacist after an initial diagnosis has been made by a physician, suggests the NPA submission to the Nuffield Inquiry.

Many patients rely on maintenance or long term prophylactic therapy for which they need to obtain regular repeat prescriptions, it says. A range of "Pharmacy-only repeat" medicines, where a prescription would not be necessary for every supply, would ease the burden on surgeries and be convenient for patients. The pharmacist could keep an eye on the patient on a monthly basis, and alert the doctor if required.

**'There is now considerable scope for allowing pharmacists to play a greater part in the prescribing process'**

"We are perhaps not yet at the stage where we can argue convincingly that the doctor should diagnose and allow pharmacists to do *all* prescribing...but we believe there is now considerable scope for allowing the pharmacist to play a greater part in the prescribing process," the NPA says.

The pharmacist could be even more

valuable as a source of advice on minor ailments if a number of medicines currently Prescription Only could be made available over-the-counter, says the NPA. A list of drugs considered suitable is included as an appendix. "The medicines have been chosen from the current list of POMs on the grounds that they are known to be effective in the treatment of minor ailments, they have a low incidence of side effects and low toxicity, or they can be used for long term prophylaxis or maintenance therapy after initial diagnosis by a practitioner."

Drugs listed are: amphotericin topical (Fungilin), dihydrocodeine tartrate (DF118), diphenoxylate hydrochloride (Lomotil), topical hydrocortisone preparations, metronidazole (Flagyl, Vaginyll), metoclopramide hydrochloride (Maxolon, Migravess, Paramax, Primperan), nystatin, oxytetracycline and penicillin V preparations.

Sales of OTC medicines should take on greater importance, bearing in mind the success of the "Ask your pharmacist" campaign and the increasing number of OTC medicines restricted to pharmacies, the NPA says. "We realise we are up against the might of the advertising power

of the proprietary manufacturers who distribute outside pharmacy and the non-pharmacy retailers of such medicines, including supermarket chains."

For the foreseeable future, predicts the NPA, most pharmacies will need to supplement their turnover and profit by selling traditional pharmacy items such as toiletries and cosmetics. "There are many pharmacists who resent this and would much prefer to make an adequate living solely from the dispensing of prescriptions and the sale of medicines and related items. On the other hand a large number of pharmacists enjoy the retail or commercial side of their business and many see their activities as retailers as the main reason for the wide distribution of pharmacies, bringing the pharmacist's expertise to all."

**'A large number of pharmacists enjoy the retail side of their business...many people feel more relaxed in the familiar surroundings of a High Street pharmacy than in a doctors' surgery...the mixed professional and commercial nature of the pharmacy contributes to this..'**

"Many people feel more relaxed in the familiar surroundings of a High Street pharmacy than they do in the doctor's surgery, and as a result are more likely to remember advice and supplementary instructions given there than similar guidance from a doctor in a consulting room. The 'mixed' professional and commercial nature of the pharmacy undoubtedly contributes to this relative informality."

The number of pharmacies in the UK has been stable for the past five years, and there is little doubt there are quite sufficient pharmacies to provide an adequate pharmaceutical service, the NPA says. "However great advantages would accrue if the location of these premises was to be objectively planned."

**'Great advantages would accrue if the location of pharmacies was objectively planned'**

Because of their high dependability on the NHS pharmacy proprietors are vulnerable, and because of professional restrictions on advertising they can only compete within narrow confines. In most of Europe control is exercised over the opening of new pharmacies relative to distance, population density and similar criteria. "There is an over-whelming case for a similar system of rational location in the UK, but so far successive governments have refused all pleas by the profession to pass the necessary legislation."



Many are called . . .



Control by financial measures would only be second best and the NPA hopes the Inquiry will recommend a system of planned geographical distribution to end the current "free for all." It would benefit the NHS to pay proprietors "locked into" businesses by leapfroggers a retirement incentive, suggests the Association.

It is essential that members of the profession continue to enter pharmacy by a common academic qualification with an approximately equal balance between chemistry, pharmaceuticals and pharmacology, says the NPA. But bearing in mind that 70 per cent of undergraduates will eventually earn a living from community pharmacy the NPA calls for a critical examination of the current undergraduate course related to the expectations and demands.

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**'There is still a good deal of material taught at universities which is likely to be of relevance to only a small minority'**

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"At present there is still too much emphasis on the teaching of traditional dispensing skills and far too much time is allocated to the practical aspects of laboratory analysis," the NPA says. It commends the recent report from the Pharmaceutical Society on education and training and supports the proposed requirement that new pharmacists should have been on the Register for a specified period before being allowed to assume sole responsibility.

The NPA sees the pharmacist "not so much against the dispensing bench as face to face with customers and patients receiving prescriptions, ensuring the prescription is capable of being dispensed, supervising the dispensing operation itself, and handing the medicine to the patient with whatever message is needed to reinforce what the patient has been told by the doctor."

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**'The place of the pharmacist today is not so much against the dispensing bench as face to face with patients'**

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An NPA study in 1982 revealed about 2 per cent (or seven million prescriptions) could not be dispensed without reference to the prescriber. Most doctors welcome the pharmacist's intervention and are grateful for the additional professional link in the chain of prescribing and drug distribution. "But around 10 per cent of prescriptions are dispensed in the practices of dispensing doctors and it is well known that most of these scripts are handled by people who are totally unqualified and largely unsupervised."

The pharmaceutical profession greatly

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**'The profession greatly resents the largely unnecessary incursion by dispensing doctors into its professional preserve...Clothier is no more than a stop gap measure'**

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resents this largely unnecessary incursion into its professional preserve, says the NPA. There are many unfair aspects of doctor dispensing which serve to rub salt into pharmacists' professional wounds. "We therefore regard Clothier as no more than a stop-gap measure and will encourage the Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee to avail themselves of the first opportunity to negotiate a more permanent and more acceptable solution to the doctor dispensing problem."

Greater utilisation of the pharmacist's function as an advisor on family health would relieve doctors of a good deal of their workload, the NPA says. "Doctors are generally in favour of pharmacists expanding their advisory role, and the number of doctors holding this view has increased markedly over the last decade." Additionally most people who feel unwell do not see a doctor — as many as 70 per cent choose to treat themselves, the NPA says. The pharmacist's training and experience coupled with his ready availability make him an ideal source of advice on self-medication and family health matters generally.

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**'With each succeeding inquiry pharmacy becomes worse off because of its increased efficiency. Some means must be found to break this vicious circle'**

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The NPA touches briefly on the NHS contract. Pharmacy contractors are under continuous pressure to become more efficient by dispensing prescriptions at lower cost, it says. "But because the global sum is fixed by reference to actual costs incurred, with each factual inquiry pharmacy as a whole becomes worse off because of its increased efficiency. Some means must be found to break this circle and give pharmacists at least some of the benefits of their cost saving measures."

Steps must also be taken to ensure that pharmacists are not pushed by financial pressure into reducing the level of service they provide below that which is acceptable, says the NPA. It is legally permissible for a single pharmacist to supervise the dispensing of large numbers of prescriptions where the actual dispensing operation is carried out by unqualified staff. "We believe this is most undesirable especially when the public is making increasing demands on the pharmacist's time," says the Association. It

calls for the NHS to pay for the whole of the salary of the first pharmacist together with a substantial part of the second.

There is no reason to believe the medical profession is anything other than completely satisfied with the service it and its patients receive from pharmacists, the NPA says. "There is clear evidence that people are more willing to see their doctors when urged to do so by the pharmacist than of their own volition."

The NPA is able to comment in depth on the public's attitude to the profession as a result of research carried out for its corporate advertising campaign. In the first year of the campaign the number of people who said they would ask the pharmacist for advice about minor ailments rose from 30 to 50 per cent.

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**'Doctors are generally in favour of pharmacists expanding their advisory role. The number holding this view has increased markedly over the last decade'**

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Public attitudes show the doctor tends to be used as a last resort for medical problems where the origin is unknown or a more serious underlying cause is indicated. They are also used where the patient has a recurring ailment for which a prescription remedy is needed. "But a visit to a doctor's surgery is often characterised by anxiety...there was also much public frustration at having to wait for an appointment...and many people said they did not like having to battle their way past the receptionist."

By contrast, says the NPA, the pharmacist (or more accurately the local chemist) can be consulted on any minor problem, freely at any time, without an appointment and without waiting, and yet with complete confidence in his advice and professional knowledge.

"In general our research indicates that although the public know the pharmacist to be well qualified they are uncertain as to the precise nature of his qualifications and, as a result, do not use their pharmacy and pharmacist as frequently as they should nor, very often, for the help and advice the pharmacist is capable of giving. Our research programme is continuing and, so far, the indications are that our advertising campaign is having an effect and slowly achieving its objectives. However we are aware that our total annual budget (about £550,000) is modest, and we believe we could do more with adequate funding." The NPA hopes the Government might be persuaded to contribute to the funding of the campaign as an investment in better health care.

*RPA Nuffield submission on p105*



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## PSNC tenders against BOC on home oxygen

**The Pharmaceutical Services Negotiating Committee is putting together a commercial package to enable pharmacists to continue to provide a nationwide domiciliary oxygen service.**

The move follows proposals put to the Department of Health by the British Oxygen Company that it should provide a national cylinder delivery service directly to patients' homes and subsequently the supply of oxygen concentrators (*C&D*, April 7, p649).

PSNC chairman Mr David Sharpe says the DHSS had told the Committee it would accept tenders from various organisations or companies to provide a domiciliary service. It is understood at least one company other than BOC is involved.

The BOC proposals were made as early as September 1982, but were not revealed until March. Management consultants Arthur Anderson were asked to prepare a report on its financial feasibility as Health Minister Kenneth Clarke felt the signing of a monopoly agreement without investigation would not be welcome. The report, details of which are not available, is now with the Minister. BOC claim savings of £2m could be made.

PSNC has proposed a scheme which would involve the 4,000 contractors who currently supply oxygen, and who would also provide an oxygen concentrator service to 1,500-2,000 patients who are suitable for this method. PSNC has approached various concentrator manufacturers, including De Vilbiss, over the scheme.

"We are unable to give precise details as this would be commercial information, but we are certain that together with a prime manufacturer — or manufacturers — of concentrators we will be able to tender a price to supply oxygen in totality to the population," Mr Sharpe told a Press conference in London on Monday.

"We have investigated the market and are in a position to tender a price equally competitive to BOC. I am sure all 4,000 present contractors will act with us, and whether BOC supply from ten or 20 depots when you talk about 4,000 you are not talking the same story."

Dr Hopkin Maddock, president of the Pharmaceutical Society, warned of the dangers to the community of the current system being changed to allow a monopoly supplier a free rein. It was not uncommon

for oxygen to be prescribed at short notice, and the relationship between the doctor and the pharmacist ensured a prompt service was given.

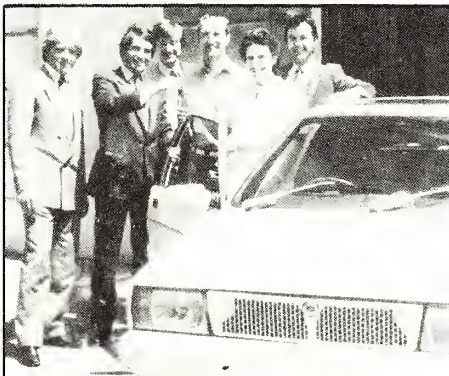
"BOC are not renowned for their efficiency or co-operation in delivering cylinders to pharmacies. Frequently supplies to patients are only maintained by professional co-operation between pharmacists," he said. "If the BOC proposals were accepted patients would lose the close contact with the pharmacist and have to rely on a national network of deliverymen provided by BOC. I cannot contemplate how a national company can even consider approaching a similar standard of service."

Dr Maddock accepted that the introduction of efficient concentrators meant the existing system of supply needed modification, and said the profession had no wish to stand in the way of progress.

Mr Nicholas Rowe, spokesman for BOC, described the Society as "fishing in the dark" over the company's proposals. "The DHSS is going to have to consider the facts, not the emotional pleas from chemists," he told *C&D*. He refused to give any details of their proposals.

"All I can tell you is that the proposals are extremely detailed and offer an entirely new approach. We do have decades of experience in the supply of medical oxygen, and have a US company, Glasrock Home Health Care, which primarily supplies domiciliary oxygen."

BOC saw the skills and experience gained in the US as easily transferable to the UK, said Mr Rowe. But the new approach would call for a different infrastructure to that used at present. "We are ready to hit the ground running should the decision go our way, but we are not counting our chickens. It is true we have hired one or two home health care specialists with this service in mind."



Mrs Pamela Thrower, MPS, takes delivery of the car she won in L'Oreal's Freestyle window display competition. Also shown is Mrs Thrower's husband (to her right), and a 'gaggle' of L'Oreal managers

## PSNC takes a new look at role

**A new "Pharmacists' Charter" is to be put to politicians and the public next week by the Pharmaceutical Services Negotiating Committee.**

The charter — not the one concerning remuneration recently agreed by LPC representatives — takes a new look at the pharmacist's role in society. Copies have been sent to contractors this week by PSNC and a Press conference for the national media is to be held next Tuesday.

The charter's recommendations are:

*Provision of information and advice:* The advisory role of the community pharmacist should be developed, and could result in significant saving in medical consultation time and drugs costs.

*Counselling:* Where appropriate, provision should be made within community pharmacies for counselling areas with health education materials.

*Availability of pharmacies:* There should be a proper distribution of community pharmacies to best serve the public need.

*Domiciliary services:* Pharmacists' services should be extended to the elderly, mentally ill and physically disabled, and to areas without pharmacies.

*Drug security:* High standards of drug security should be available in pharmacies to counteract increased break-ins.

*More pharmacists:* More pharmacists should be available to the public to meet demand for specialist advice.

*Legislative changes:* Legislation is required to allow pharmacists to provide emergency supplies of NHS drugs.

*Pharmacists' National Formulary:* A Pharmacists' National Formulary should be established so that the pharmacist can give emergency supplies of certain drugs under the NHS for the symptomatic treatment of common ailments.

*A 24-hour service:* A full 24-hour pharmaceutical service should be made available to the public.

*Repeat prescriptions:* Patients should be able to obtain repeat prescriptions direct from pharmacies.

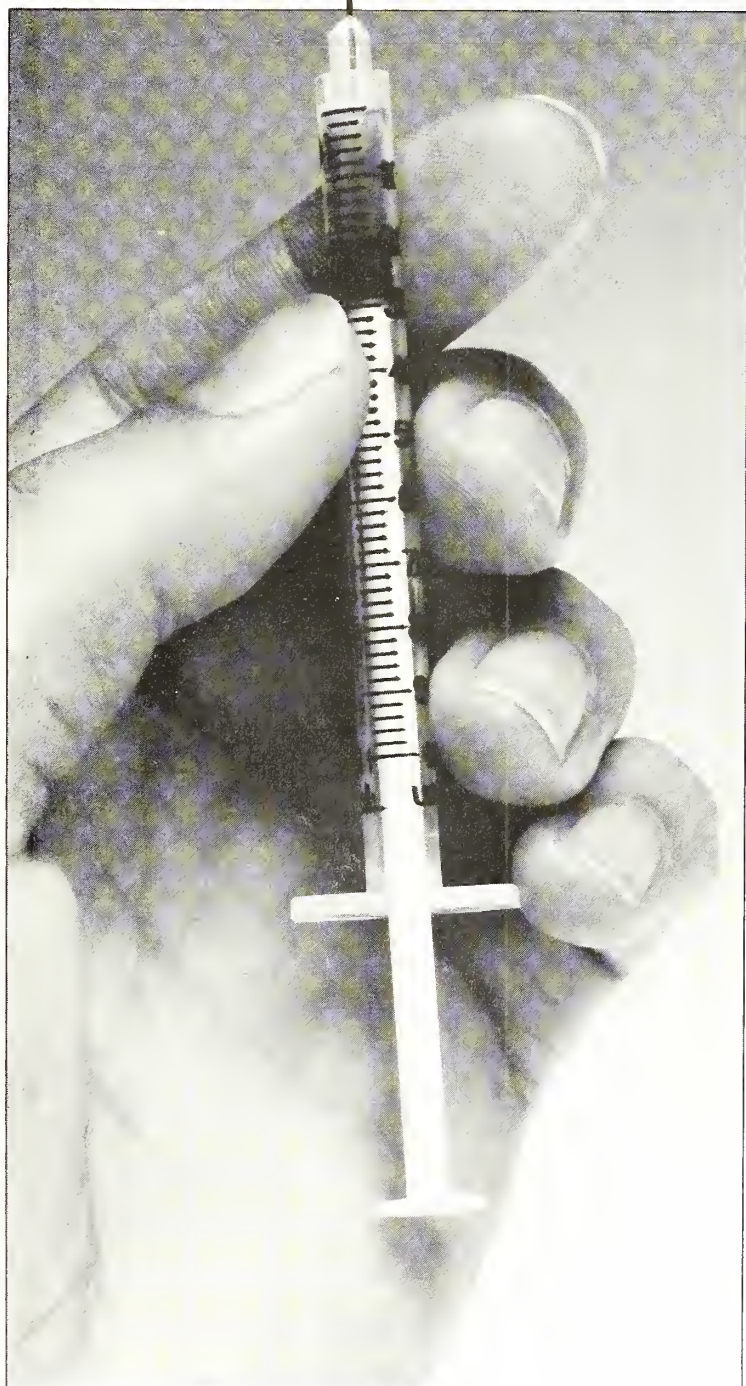
The recommendations echo parts of PSNC's submission to the Nuffield inquiry (see *C&D* July 7, p4).

## Generics List

The amendments to the Drug Tariff prices and listings issued by the Pharmaceutical Services Negotiating Committee for June are on p15 of this week's cumulative Price Supplement.



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By Xrayser

## 'No alternative to pharmacies'

**A professionally operated pharmaceutical service in rural areas can be provided only by pharmacists, the Rural Pharmacists Association says in its submission to Nuffield: "...substitution of this service by the medical profession is neither acceptable nor is it a proper alternative."**

The RPA says profit is the dominant motive behind doctor dispensing. Dispensing practices prevent a proper pharmaceutical service being set up "by the very fact they exist." A pharmacy-dispensed prescription is supervised, scrutinised and checked and the patient advised on related matters, says the RPA. "This whole procedure is completely lacking when drugs are bundled out in doctors' surgeries."

The Clothier Regulations, the RPA insists, can only be the forerunner of a properly supervised pharmaceutical service. It says the "1 mile rule" stems from the horse and buggy era and was established, not for the convenience of patients, their safety or their treatment, but for the financial benefits of the doctors concerned. The ideal situation is one where doctors diagnose and prescribe and pharmacists examine and supervise the dispensing of scripts and drugs supply.

The RPA suggests doctors should be supplied by wholesalers with POM and P medicines on a stock order basis only.

And the RPA wants the Rural Dispensing Committee to publish the reasons why it turns down or accepts particular applications to dispense by either doctors or pharmacists.

## Nurofen warning

**From September Nurofen packs are to carry a warning that the medicine should not be taken by people who are allergic to aspirin.**

It was makers Boots themselves who proposed that packs carry the warning. The action was approved after discussion with the Department of Health. That preceded the Food and Drug Administration's ruling that the product must carry the same warning as a condition of licensing in the US say Boots.

The information was included in the pharmacists' information pack distributed when the product was launched, the company points out.

## BOC's 'bottle'

"Dear sir," the letter read, "I am writing to you as a valued customer...to inform you of a further significant step we are taking in the development of our business. As you know the growth of the BOC Group's medical equipment activities has been particularly impressive in recent years, with a solid base of predominantly European businesses, trading under the Medished umbrella, being joined by Ohio Medical Products, the market leader in the USA."

It went on to say that, from now on, the BOC medical gases and equipment divisions would trade under the name "Ohmeda," and concluded: "May I take this opportunity of thanking you for your past support which we value highly. I am confident that under the new banner our relationship will continue and develop to our mutual advantage."

Signed, (with a shakey hand), John Brough, general manager.

For sheer hypocrisy this has to take the biscuit! Here is a monopoly firm trying to take the bulk of the domiciliary oxygen business from us, thanking us for our past support and suggesting our relationship will develop to *mutual* advantage? Suggesting that the growth of their medical activities, now based on removing us from the scene is not only impressive but by implication, is somehow to be applauded...by us!

And as for the insert in the package, a leaflet advertising their service centre and offering a very special deal on respirometers, half price, and only £80 each, it leaves me cold. And for what it is worth I wouldn't touch one of their flow meters as a gift, so long as that most helpful firm, Air Apparatus and Valve Ltd, Oakfield Works, Branksome Hill Road, College Town, Camberley, Surrey GU15 4QU, remain in business. Their prices are better, and the service still personal. How I wish they could supply oxygen as well...I leave you with a recent cameo of what happened in my shop.

The delivery man for BOC crashed through the shop door with a cylinder in each hand. It was a hot day, he was open-necked, hot and sweating profusely, muttering under his breath about the "..... traffic" as he tripped lightly past the young mother with her pram and kids, and the old lady clutching her beloved mongerel. A ringing crash as he thumped the cylinders at the dispensary, grabbed a couple of empties and went out for more. Two return trips.

My assistant turned to him as she signed the receipt and smiling sweetly said

he must be looking forward to his new job of delivering sets and cylinders to sick patients, individually, advising them and adjusting the masks as necessary. And helping the poor old lady remove the false teeth from her husband, dying of congestive heart failure, a job which I had just described to her on returning from doing this two days earlier. He glared at her, grunted, grabbed the receipt and clanged his way out with two more empties... Somehow, somewhere, something doesn't seem to add up.

## Training

There seems to be a terrible fuss over the business of training dispensing staff. I can't help thinking we are getting ourselves unnecessarily worked up over it. The last time I employed someone in my dispensary not actually trained by me was less than successful.

The young lady who held a Apothecary Hall certificate, informed me she was fully competent to make mixtures of all types, do the necessary calculations, make ointments, count tablets and generally do all the work of a busy dispensary. Her references spoke of her admirable qualities. I took her on as my last dispenser was moving away and we were very busy.

Very soon it was made clear that my insistence of checking every item before it left the shop was seen as casting doubt on her ability. My old-hand staff exchanged looks. She made more mistakes in a day than had my last assistant in a whole year. She was clever, articulate, but hopelessly inaccurate and as soon as I could I got rid of her.

I train my own staff to do only what I want — which is to read scripts, type the labels accurately and to count correctly the right product. The jobs which require more than that, I do myself because I am responsible and must know they are correct. Over an 18-month period I give trainees lists of information to learn and constantly correct and mould their work patterns to safeguard myself and the patients. They must get job satisfaction, as they stay with me for years and even come back when their kids are old enough to let them take on some part-time work. Other pharmacists poach them. My training scheme was copied from Boots and, since the NPA one is identical to it, I would have thought this latter must be sufficient for most retail pharmacies. As for hospitals? It's an entirely different field. I believe it requires a different, more intensive course for which much higher minimum levels of education would be needed, in order to cope with the content.



## Chemist Brokers deal for Revlon fragrances

Revlon have signed a fragrance distribution deal with Chemist Brokers, who say they hope to open 2,000 new independent accounts by this time next year.

There will be no change in arrangements for the existing 700-odd authorised Revlon Cosmetics stockists.

Independent pharmacy accounts for 21 per cent of all UK fragrance sales, say Revlon, but only 13 per cent of Revlon sales. The company therefore sees this sector as offering greatest growth potential for Charlie ("still the leading mid-market fragrance"), Jontue and Intimate.

"There's a lot of good chemists out there who currently can't stock Revlon fragrances legitimately" says managing director Ted Thomas. "We believe we can afford to widen distribution to take them in."

Independents wanting the three brands must undertake to sell-through at least £1,000 per year, at retail prices.

Recommended retail prices for Charlie, Intimate and Jontue range from £3.75 to £9.95.

Chemist Brokers call on around 3,500 independent pharmacies throughout the country. Revlon will co-ordinate closely with them on the opening of new accounts, but there is to be no simple geographical ban on opening near an existing stockist. Ted Thomas says Revlon will consider new business "where we've already got a stockist, but where we haven't got enough stockists."

"The idea is to protect existing stockists as much as possible, while not closing the door on the wider distribution we need in fragrances" he goes on.

Revlon plan a major fragrance launch for the second half of this year, says Ted Thomas. "Frankly we can't support that on television — which is what we plan to do — without deeper penetration."

There's a suspicion at Revlon that Chemist Brokers' target of 2,000 new accounts, the bulk of which they hope to secure by Christmas, may be over-optimistic. Mr Thomas thinks a figure of 1,000 more likely, even that being "fairly long-term."

Chemist Brokers reps are on the road with Revlon now, and can also supply a range of testers and POS material.

Chemist Brokers, Milburn, 3 Copse Lane, Esher, Surrey KT10 9EP.



## Neon in two-tone

The latest offering from Jerome Russell is Neon two-tone hair and body spray (£2.50). It is available in gold, lilac, blue and pink. Also new from the company is a mousse treatment range, giving shampoo, conditioner and styler (£1.50 each), suitable for all hair types and with no harmful soap, say Jerome Russell Cosmetics Ltd, Tanners Lane, Barkingside, Ilford, Essex.

## Adaptable refunds

Traveller International have redesigned the backing card for their international plug adaptors (£4.55), and are running a British Airways promotion offering £10 cash refunds on Sovereign and Enterprise holidays. The company promise more promotions and new products soon. Traveller International Products Ltd, 51 Hays Mews, London W1X 5DB.

## Give and take polish remover

Chesebrough-Pond's have introduced a new Moisture Guard nail polish remover to the Cutex range, which, they say, has been designed to deposit much needed conditioners while retaining fast acting removal agents.

Available in either a regular or a protein-enriched formula, Moisture Guard is available in three different sizes of plastic container (50ml £0.44, 100ml £0.65, 200ml £0.83). Chesebrough-Pond's Ltd, PO Box 242, Victoria Street, Windsor, Berks SL4 1EX.

## Arden 'colours with integrity'

New for the Autumn from Elizabeth Arden is the colourplays collection — "colours with integrity" for lips, nails and cheeks.

Arden red and pink appear as lipcreme (£3.75), nail varnish (£2.95), blusher (£5.50 and £6.50), and eye shadow.

Arden red has spice shadows in a trio (£6.95), while pink pink has misty blue/misty mauve in a duo (£5.95).

Arden blush offers lipcreme (£3.75) and nail varnish (£2.95). Also available are Arden's accents; violet eye liner pencil (£2.75) and rose lip gloss (£3.25).

Elizabeth Arden Ltd, 13 Hanover Square, London W1R 0PA.



Varta are supporting their Energy 2000 alkaline battery range with a national in-store consumer competition offering two BMW 316 cars as prizes. The entry forms come in tear-off pads of 100 to be mounted on Varta's display stands. Header boards which draw attention to the competition are available for all sizes of stands. The competition invites entrants to trace a route for a steamroller through a maze, avoiding battery-run appliances on the way. The theme echoes Varta's television commercial which compares the damaging effect of a leaking battery with that of a steamroller crushing expensive equipment. Distributed by De Witt International Ltd, Seymour Road, London E10 7LX.



# Gillette® Blue II™

**GIVES  
YOU MORE  
DISPOSABLE  
PROFIT**



- ALL STOCK AVAILABLE IN SPECIAL IMPACTFUL DISPLAY SHIPPERS
- RECEIVE £2.5 MILLION ADVERTISING SUPPORT IN 1984
- UNBEATABLE CONSUMER VALUE FOR MONEY

## PRODUCT

BLUE II FIXED 10's PRICE MARK PACK  
 BLUE II SWIVEL 10's PRICE MARK PACK  
 BLUE II FIXED 6 AS 5 KELLY PACK  
 BLUE II SWIVEL 6 AS 5 KELLY PACK

## RSP PER PACK

79p  
 82p  
 49p  
 52p

## AVAILABILITY

AUGUST/SEPTEMBER  
 AUGUST/SEPTEMBER  
 OCTOBER/NOVEMBER  
 OCTOBER/NOVEMBER

**TWO BLADES,  
GIVES YOU THE EDGE, ANYTIME**



## 'Two is better' say Gillette

Packs of Gillette Blue II (10s) will be available from August price marked £0.79 for fixed head and £0.82 for swivel head packs. Bonus offers of six for the price of five will be available during October and November to attract new users.



Counter display boxes will be available to chemists holding 20 fixed and 10 swivel packs.

Television advertising with the theme "Two are better than one" is scheduled to run from August. *Gillette (UK) Ltd, Great West Road, Brentford, Middx.*

## Triple treat from Peaudouce

Peaudouce are supporting their Babyslips range with a national billboard campaign featuring triple, adjacent poster sites. Smaller sites display double or single posters. This, says the company, is part of a £1m Summer advertising burst including national television and women's Press advertising. *Peaudouce Ltd, Lockfield Avenue, Brimsdown, Enfield, Middlesex EN3 7PX.*

## A bright but 'shady' line

A Hull company has developed a range of sunbathing accessories they claim enables sun worshippers to tan without burning — even in the hottest climate.

Solmax is a PVC-based film which, the company says, allows more than 75% of UVA to pass through its surface while blocking some 90% of harmful UVB rays.

With a Sun protection factor of nine the Solmax accessories — in white and violet livery — range from a watch strap (£2.99), sun visor (£3.99) and umbrella (£29.95) through to a tanning dome (£137.50). There are 15 lines in all.

The company claims sun creams and sunglasses are not needed if constantly in the shade of a Solmax item but advise additional protection be used in direct sunlight. The company expects the products to be stocked by High Street stores including Harrods, Selfridges, Fenwicks and Bental's as well as some up-market chemists. *Solmax UK Ltd, 14 King Edward Street, Hull, Humberside.*

## Bayer backing for Natrena . . .

Bayer hope to convert a million more sweetener users to their Natrena brand with a £34m Summer promotion.

Over £650,000 has been allocated to a national television campaign running until September 25. The theme, which is to be echoed in Press advertising, is: "Use Natrena and you have the flavour of your tea the way you want it with no after taste." Press advertising will be concentrated in slimming titles from August to January 1985, say Bayer UK.

A development programme for the brand include "more impactful" packaging, sampling campaign and below-the-line promotions, say Bayer.

Natrena currently has a 15 per cent share of the market which equates to 1.5 million regular users, says the company.

## . . . and Sionon

Bayer have re-launched Sionon blackcurrant health drink for diabetics in a 50ml economy sized bottle in response to consumer demand, they say.

The 50 per cent larger size (£0.99) is a unique product which offers a low calorie formulation as well as extra vitamin C, says the company. *Bayer UK Ltd, consumer products division, Bayer House, Newbury, Berkshire RG13 1JA.*

## Headlines hit?

Customers who buy two Headlines shampoo offer packs are invited to send to Beecham for a full refund of the price of one. The offer runs until August 10. *Beecham Proprietaries, Beecham House, Brentford, Middlesex TW8 9BD.*



A chart-topping cassette entitled 'Wake Up!', featuring 12 tracks by original artists, is the latest Limara body spray on-pack consumer offer. This free offer, starting August 13, is designed to appeal to Limara's target market of women aged 16-24 years. Each Limara cap will have a sticker proclaiming "Exclusive cassette offer free" together with full details of redemption. *Smith & Nephew Ltd, PO Box 81 Hessle Road, Hull HU3 2BN.*

## Wella shades with Colours

A Wella Summer promotion links the Colour Confidence range of permanent colours with a sunglasses offer.

Leaflets are available at point of sale, inviting consumers to send them the carton top from a box of Wella Colour Confidence, Blondie hair lightener or hair streaking kit and £3.99. The Italian style foldaway glasses, are available in four different colours and pack into a clip-on carrying case. The offer closes on August 31. *Wella Great Britain, Wella Road, Basingstoke, Hants.*

## Clairol offer

Clairol Appliances are offering consumers £5 worth of toiletries — free. The offer, which runs through to September invites consumers to mail-in for two Glints hair colour cosmetics, a Natural Balance shampoo and conditioner and a Quick Dry roll-on deodorant. Window stickers, shelf strips and tent cards will support the offer. *Clairol Appliances, The Avenue, Egham, Surrey TW20 9AB.*





# anusol

Recommend an ideal range for your customers

- \* Cream with a vanishing base, rapidly absorbed
- \* Ointment for dry irritated conditions
- \* Suppositories for a measured dose of internal medication

Piles and associated anal irritation are very common ailments, as every retail pharmacist knows. With Anusol, you can recommend the most suitable presentation from a medically-prescribed range of treatments – all of them soothing and effective, and a thoroughly professional recommendation.

To help your shyer customers, there's a compact display unit for Anusol – please let us know if you would like one.

**WARNER  
LAMBERT**

the name people feel better with

Mitchell House, Southampton Road, Eastleigh, Hants. SO5 5RY



## Chemists lead vitamin sales

Despite the increasing importance of non-pharmacy outlets, chemists still dominate sales of vitamin pills, with Boots taking 52 per cent of sales, other chemists 16 per cent, health food stores 12, and grocery and other outlets the remaining 20 per cent.

However, says Mintel in a recent report on vitamins and tonics, the grocery multiples took a major interest in the market last year and their sales showed a dramatic increase.

The UK market for vitamins and tonics in 1983 was £46.8m, according to Mintel, split into £34m for vitamin pills, £6m for tonics and £6.8m for tonic wines. Only the market for vitamin pills has grown strongly in volume and value in recent years, increasing from £20m in 1980, says the report. Volume sales have increased by over 50 per cent in the same period.

Multivitamins have been a major growth area, but vitamin C still accounts for 12 per cent of market volume. There is a large seasonal variation in sales which are some 40 per cent higher in the Winter period, says Mintel.

Brand leaders are Fison's Sanatogen, which, together with Boots' own brands, take over 60 per cent of sales. Best seller in the tonics sector is Yeast-Vite from Beecham followed by Metatone from Parke Davis.

Despite increased sales the customer base does not appear to have expanded to match, say Mintel. Research commissioned from the British Market Research Bureau shows 31 per cent of people claimed to have purchased a vitamin product in the past year (30 per cent in 1981). Compared to 1981 there is increased purchasing by the younger age groups, and fewer purchasers over 55.

Older consumers are more likely to take vitamins as a dietary supplement or during the Winter months, whereas younger people are more likely to use them in recuperating from illness, says the report. Northerners are likely to use vitamins themselves during the Winter, and give them to their children all the year round. Southerners are more likely to use them as a dietary supplement.

Press and television advertising has risen from £3.2m (rate card) in 1981 to £5.16m last year, with a greater emphasis on television advertising last year. Future growth in vitamins sales can be expected, says the report, but tonic wines will continue to decline and tonics in general are unlikely to grow. There is a large

degree of fragmentation in the market which is unlikely to decrease, the report notes, but an indication of the potential growth of the market can be seen in the fact that only 5 per cent of Britons take vitamins regularly compared with 40 per cent of Americans.

## Vecon spend

Modern Health Products are backing Vecon vegetable stock with a £200,000 promotional campaign in the fitness and women's Press. The advertisements begin to appear in August, and will be used to distribute 1,500,000 10p-off coupons. *Modern Health Products Ltd, Davis Road, Chessington, Surrey KT9 1TH.*

## 'The secret of silken hair'

Alberto-Culver describe their new Natural Silk shampoo, made with real silk, as giving "the ultimate in beautiful hair."

The range offers two shampoos (150ml £1.29) and two conditioners (150ml £1.49) — one variant for all hair types and one with extra body.

Culver's research convinced them that, above all, women wanted their hair to have a soft, silky look and feel. When the company came to testing Natural Silk, they found 92 per cent of women said it gave them a better, richer lather than other premium brands, while 71 per cent felt the conditioner made their hair softer than other premium brands.

The range will be backed with £450,000 support in the women's Press, beginning this Summer in *Cosmopolitan*, 19, *Woman's Journal*, *Woman's World* and the Hair Book. The campaign will run through until Spring next year. Advertisements carry the copyline "From out of the East comes the secret of silken hair." POS material is available, as are trial sizes (shampoo £0.35, conditioner £0.39). *Alberto-Culver Co, Houndsmill Industrial Estate, Basingstoke, Hants*



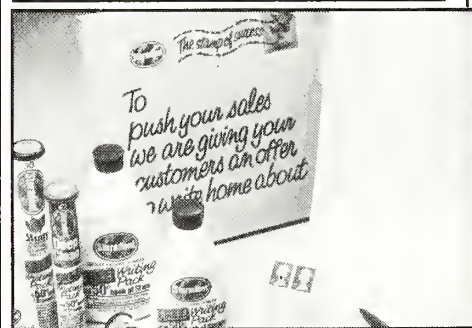
## Matey at sea

Children at resorts in England, Wales and Scotland, will be invited to take part in some 20 seaside events which are part of the Matey "seaside splash".

Events include displays of parascending and jet surfing. There is to be a jump tower simulating a parachute jump, and for the younger children there is to be a Matey bubbleship, filled with bubbles, to bounce in, as well as an "aqua rocket" ride.

The events are to be hosted by giant-size Matey characters and swimmer Duncan Goodhew. The "seaside splash" runs throughout the school Summer holidays and is seen as an ideal way of reaching the product's target audience and so give added support to the brand, say *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

## 'Write it' with Steradent



The Steradent range will be backed by a consumer offer giving free writing packs for three proofs of purchase. The offer is flashed on-pack, and offers paper and envelopes, a Steradent pen and 50p stamps. *Reckitt Dental Care, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

## A foot on the counter

Newtons are backing their footcare range with a new counter display unit and information leaflets.

Each unit is supplied with 50 leaflets describing the range's properties and uses. The reverse side of the backing board features a quick-reference guide for shop staff. Advertising support is planned through the popular national Press. *Newtons Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4UA.*

Chemist & Druggist 21 July 1984



## Bleak outlook for skin care market

**The outlook for the skin preparations market is "flat in the extreme," with little volume growth likely in the foreseeable future.**

That is one conclusion of a *Retail Business* special report on skin care products. The market is effectively saturated, the report says, and it even seems unlikely that there will be any appreciable sustained shift towards the upper end of the market, despite the claims of the more upmarket cosmetic houses. Most consumers look for good value and a trusted brand rather than famous cosmetic house names.

Growth of larger bottles and packs at the middle to lower end of the market, especially from Boots, will tend to maintain volume in this area, the report continues. The current decline in sales of hand preparations is likely to continue while it is anticipated that cleanser and toner sales, which have been slack in recent years, should stabilise because of the increasing number of young women in the population.

In 1983 the market for all skin care products, excluding sun preparations and acne lotions, was about £118m at retail level, an increase of 25 per cent since 1979 but representing a decrease of several per cent in real terms. The recession has adversely affected the broad middle price sector and stimulated a shift in sales towards both high and low price products seen as fulfilling either prestige or economy purposes.

About 40 per cent of the market is accounted for by sales of skin foods and moisturisers, a level this sector has maintained for the past few years. Sales of cleansers and baby lotions at 26 per cent have stagnated in real terms following strong competition from medicated lotions. Hand creams accounted for 15 per cent and growth in the value of sales has not kept pace with inflation over the past few years.

Over one third of all sales of skin care preparations are channelled through Boots, *Retail Business* continues. The second most important outlets are door to door selling, as in the Avon network of about 10,000 saleswomen, and party plan distribution which sells to groups of customers on an invitation system. Department stores account for about 15 per cent of total sales by value but much

less in volume terms because of the concentration of high value products in such outlets.

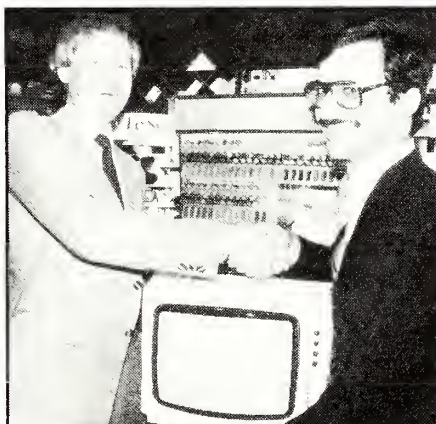
Other pharmacies account for a further 10 per cent and drug store chains for 8 per cent. The remaining one seventh of the market is fragmented between a number of diverse outlets such as grocers, Marks and Spencer, British Home Stores and market stalls.

Spending on advertising totalled some £15m in 1983, representing around 13 per cent of retail sales. Most companies increased their advertising budgets during the past two years and appropriations almost doubled in 1983. Oil of Ulay has consistently been the most advertised single brand, accounting for almost one quarter of total appropriations on average from 1980-83. This product is said to be market leader in skin foods and moisturisers, although its share of 16 per cent is less than five or six years ago.

Boots are market leaders in the cleanser and baby lotions market, with a range of products headed by its No 7 and No 17 brands, and a 20 per cent share of value sales. Nivea dominates the general purpose preparations market with about 40 per cent of sales.

## Wella give more

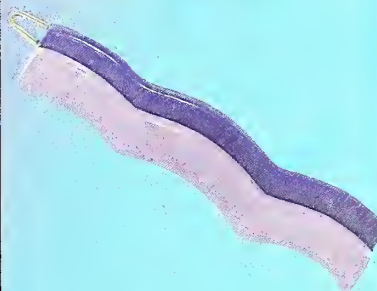
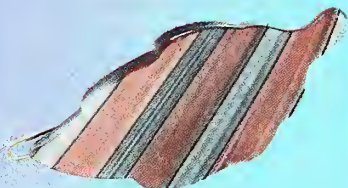
Wella are promoting their range of 200ml normal hold and extra hold hair spray by giving an extra 20 per cent free. *Wella Great Britain, Wella Road, Basingstoke, Hants.*



Revlon general sales manager Richard Lewis presents pharmacist Howard Pearl of Curtis Chemist, Baker Street, London with a portable colour television. Mr Pearl is one of ten winners of a television set — the major prize in Revlon's trade incentive scheme for the Summer fragrance promotion, "Charlie goes tennis". *Revlon International Corporation, 86 Brook Street, London W1*

## Looking Great.

Britain's No. 1 Lady in Haircare . . . Lady Jayne. New colourful high impact packaging. Unique fashion accessories. Ponytailers, hairslides, bobbles, regularly introduced to the range. Keep ahead of fashion trends. Stock the brand leader Lady Jayne.



The Lady Jayne range of Hair Fashion Accessories includes the very latest decorations, styles and colours, and some new and exciting developments too!

*Lady Jayne*

Laughton and Sons Limited, Warstock Road, Birmingham  
021-474 5201



## A new look for Otrivine

New packaging for the Otrivine nasal decongestant range has been introduced by Ciba.

The new packs are designed to improve pack visibility on-shelf, say Ciba, and are colour-coded, with a rectangle in the top right hand corner, to assist recognition. The adult formula is coloured blue while the children's formula carries a pink swatch. Otrivine hay fever formula, introduced in March, completes the range.

The update comes at a time when the company says it is about to establish a retail sales force and to reveal major plans for the promotion of the Otrivine range.

*Ciba Consumer Pharmaceuticals, Wimblesbury Road, Horsham, Sussex.*

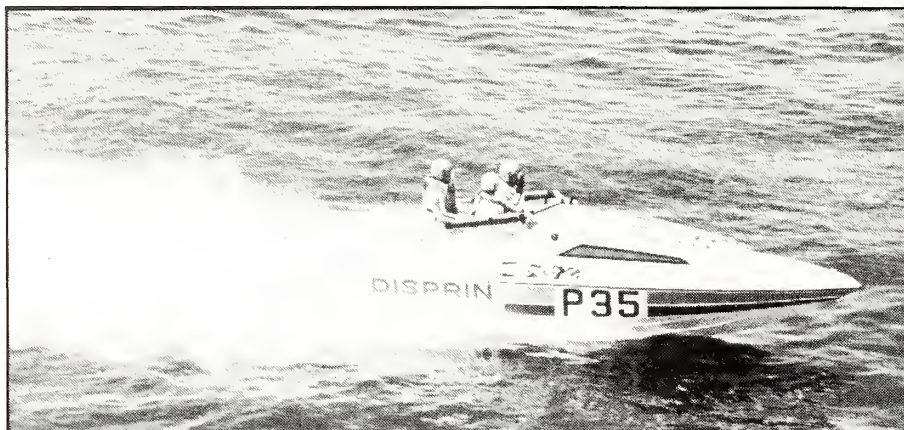
## A solution for emergencies

Bio-medical Services have introduced Instasept solution for emergency sterilisation or storage of surgical instruments. It contains chlorhexidine acetate 0.5 per cent, industrial methylated spirit 70 per cent and sodium nitrite 0.1 per cent. It can be used as a storage fluid when storage is for longer than eight hours. Instruments should be rinsed with sterile saline or sterile water, according to use, after storage in Instasept.

The product is supplied in 11 plastic containers (£2.10 plus carriage) with a carry handle. *Bio-medical Services Ltd, 10 East Parade, York YO3 7YL.*



Mrs Gillian Griffiths, MPS, is pictured receiving a Soler Touriste travel voucher for £250 — first prize in Unichem's Coppertone lucky draw — at her Middlesbrough shop from Roger Metcalf, Unichem's Newcastle branch manager



Colin Stewart, driver of the Reckitt & Colman-sponsored "Disprin the Fast One" powerboat set off last week on the "Round Britain offshore powerboat race. The 1,500 mile endurance marathon race in ten stages starts at Portsmouth. Colin holds the cruiser class national speed record and his 370 HP boat is capable of 70 mph. But for the "Round Britain" the emphasis is on stamina and reliability as much as speed

## Sweet smell of success

The toiletries and cosmetics industry is recovering from the recession.

Sales by manufacturers, importers, distributors, suppliers and compounders rose by 7.6 per cent between 1980-81 and 1981-82 and by 8.7 per cent in the year 1981-81 to 1982-83. Profit margins (comparing profit before tax with sales) for the industry rose from an average of 3.9 per cent in 1980-81 to 4.4 per cent in 1982-83. The average return on capital employed was 14.6 per cent in 1982-83 (12.1 per cent, 1980-81).

ICC expects manufacturers to be more profitable in future than importers of toiletries and cosmetics and compounders of fragrances. Prices will not rise by more than 5 per cent per annum over the next two years, they say. "Toiletries & Cosmetics Industry" (£121) *ICC Business Ratios, 28 Banner Street, London EC1Y 8QE.*

## Purple packs

Adexolin vitamin drops are being repackaged and the new packs will be phased in over the next few months. In light purple, to reflect the product's blackcurrant flavour, the packaging now highlights Adexolin's sugar-free formulation. Adexolin is still available in two sizes of dropper bottle — 10ml and 40ml. *Farley Health Products Ltd, Torr Lane, Plymouth, Devon PL3 5UA.*

## Judo display

A window display competition run by G.R. Lane is timed to coincide with the Olympic Games. Promotional material, featuring Neil Adams the world judo

champion, must be used in a display for at least three weeks. A bonus order must also be placed with a Lane's rep and a colour picture sent into the company by August 17. In all, there will be six regional prizes each of £250 and a top prize of 10 gold sovereigns. *G.R. Lane Health Products Ltd, Sisson Road, Gloucester GL1 3QB.*

## Tasty rail ride

One year's free membership of British Rail's "Railriders Club" for young people is the offer on all Gale's curd, and peanut butter packs.

The free Railriders membership, which would normally cost £2, is available in return for any two of the labels *Reckitt and Colman Products Ltd, Dansom Lane, Hull HU8 7DS.*

## Good grooming 'snip' from Rand

Rand Rocket have added a range of plastic-handled manicure scissors (£2.49 each), in eight shades, to their good grooming collection.

The 3½in scissors, with stainless steel blades, come in four styles: nail scissors with curved or straight blades; and cuticle scissors with curved or straight blades. *Rand Rocket Ltd, Sharps Way, Hitchin, Herts SG4 0JA.*

## Dial-a-battery

Ever Ready have repackaged their zinc air batteries. The new dial card packs, which are in the Gold Seal maroon and gold livery, are designed for both "J" hooking and counter display. Packaged in threes, two sizes are available, A13 and A675, (£0.47 and £0.57 respectively). *Ever Ready Ltd, 1255 High Road, Whetstone, London N20 0EJ.*



# FOUND TO BE MORE EFFECTIVE & PROFITABLE THAN A 15 MINUTE SOAK.



In 1984 Dentu-Creme will receive its strongest ever advertising campaign with two bursts of TV support.

And the story we'll be telling denture wearers will be the advantages of brushing over soaking.

The same TV advertisement in 1983 brought record sales for the brand and with

double the support in 1984 there's even more reason to make sure you're well stocked with Dentu-Creme.

That's the best way to soak up the profits.

See your Stafford-Miller representative for special details of the major promotional programme.



## The Number One toothpaste exclusively for dentures.

STAFFORD-MILLER: THE FIRST NAME IN DENTURE CARE.



## Numark offers for August

Numark's Superbuys for August will include Fashion Style home perm, Alberto Balsam conditioner (plus 25 per cent extra free), Body Mist 2 aerosol and roll-on (plus 25 per cent added value), Soft & Pure cotton wool, Harmony Colour, Cream Silk conditioner (plus 20 per cent extra free), Impulse body spray, new Kotex Simplicity, Silvikrin Headlines, Colgate dental cream pump dispenser, new Pampers, Kotex, Freedom press on discreet towels, Carefree panty shields, Johnson's baby shampoo, Whistling Pops, Odor Eaters, Ribena, Fairy toilet soap, Sensodyne toothpaste, Handy Andies, Gillette Right Guard, Contour cartridges, Silkience conditioner and Blue II (6 as 5).

All these products will be advertised in the *Sun*, *Daily Mirror*, *Sunday Post*, *Radio Times* and *Sun Day*, as well as on Ulster TV. Window banners, window bills and shelf and stack cards are available.

RPM specials will include Angiers Junior Aspirin, Veganin, Germolene Footspray, All Fresh, Oraldene and Johnson's dental floss.

Numark Chemists are also invited to enter a joint Numark/Gillette competition, the prize for which is a limited edition Mini 25 saloon car, worth over £4,000. *Independent Chemist Marketing Ltd*, 51 Boreham Road, Warminster, Wiltshire.

## Premium towels from Dixcel

Dixcel premium kitchen towels (£0.68) have recently been launched by British Tissues. Of the four designs, three are floral — available in mixed cases — and one an improved version of the checks design. Consumer advertising is scheduled for Autumn. *British Tissues Ltd*, 101 Whitby Road, Slough, Berks SL1 3DT.

## Independent move

Toiletries manufacturer Walker Davis are making further moves toward the independent pharmacy sector — with a sales force of nil.

They argue that reps' calls are both expensive for the manufacturer — a factor reflected in the price of goods sold — and time-consuming for the retailer. Each sales

call costs around £7.50, they say, and takes up 15 minutes of the prospective customers time.

As an alternative they mail-out bi-monthly catalogues and order forms. A "no salesman will call" discount of £7.50 is then deducted from all orders over £50, for which carriage is also free. The company whose range includes Caligula, Gina and Ozolo, report "very positive feedback" on the idea so far. *Walker Davis & Co Ltd*, Freepost (PAM 4408), London W4 5BR.

## Dentinox drops repackaged

DDD have repackaged Detinox infant colic drops and changed its dosage.

The old 20ml bottles had caused some concern among mothers worried about giving baby more than the recommended ½ml dose. In response to this, DDD have put the active ingredient — dimethicone — in a vehicle to increase volume to 100ml.

The recommended dose is now 2½ml, a much easier amount to administer accurately. Retail price remains the same at £0.89. *DDD Ltd*, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.

## Counter display for One-a-Day

Crookes Products have given their One-a-Day vitamins a new counter display unit for the Autumn. Results have been good from the pack change last year, and the new dispenser has been designed to reinforce this image. Other POS material includes show cards and window displays. One-a-Day will be backed with a television spend of just under £1m, beginning in mid-September say *Crookes Products Ltd*, PO Box 94, 1 Thane Road, West, Nottingham NG2 3AA.



Two counter display units for Cox family medicines range of OTC products launched last month. *Cox Pharmaceuticals Ltd*, Whiddon Valley, Barnstaple, North Devon EX32 8NG

## M&B in TV re-run for Tixylix

May & Baker's Tixylix will be boosted by a £650,000 national television campaign this Winter.

Last year's campaign was remarkably successful, with a rise in total market share of cough suppressants from 4 per cent in Winter '83 to 14 per cent in Winter '84, the company says, and put Tixylix ahead of Benylin fortified and Venos in this category and third in the total cough remedy market behind Actifed compound and Benylin expectorant.

Simon Fitall, OTC product manager for M&B says: "Market research has shown consumer awareness of Tixylix to have risen by over 200% since the campaign, and resultant sales have been particularly pleasing."

The advertisement — which features part animation and part live action — will be repeated on national television from next January, with an equivalent national spend of £650,000. There will be one or two minor changes to the format to take account of consumer and trade response, say M&B. It is estimated the campaign will reach 85% of mothers with young children.

From July to September, M&B representatives are offering bonus terms on Tixylix, as well as replacing old, one-year dated stock still held by pharmacists, with new two-year dated stock. The price remains the same and updated POS material, which ties in with the television campaign, will be supplied for in-store and window display. *May & Baker Ltd*, Dagenham, Essex RM10 7XS.

■ **LRC Products** have asked us to point out that the television campaign supporting Woodward's gripe water will be seen by an estimated 400,000 mothers, not 40,000 as stated last week.

*Chemist & Druggist 21 July 1984*





Which pharmacy-only analgesic has  
three reasons for selling well?



Veganin

Veganin's balanced formula of aspirin, paracetamol and codeine provides powerful treatment for pain, and over the years has proved a highly reliable pharmacy-only analgesic. At Warner-Lambert Health Care we have many other successes for you. A big range of other established pharmacy products, like Benylin and Anusol. Aggressive newcomers like Sinutab, Lifestyles and Poly Hi-Lights. The continuing rapid growth of the whole Poly Hi-Lights range. And our mastery of the mouthwash market through Listerine, Listermint and Oralene. Just a few instances. Our expanded Sales Force is always ready to help and advise you on our products. Or, if you wish, contact our Sales Services Department at any time on Eastleigh (0703) 619791. We'll be pleased to hear from you.

R84025

**WARNER  
LAMBERT  
HEALTH CARE**

the name people feel better with

Mitchell House, Southampton Road, Eastleigh, Hants. SO5 5RY  
All brand names are trade marks



## Dettol offers

Reckitt & Colman call their current promotion campaign for Dettol "the most comprehensive and sustained ever."

Dettol 100ml offers consumers a free first-aid poster in return for an on-pack coupon and a stamp. A single proof of purchase from the 750ml size nets customers a reflective safety armband, while a collarette on 500ml Dettol entitles them to a set of four Copydex automatic window locks for £10.95 instead of the normal £19.50. The 250ml size offers 10 per cent extra free. *Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS.*

## ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampain
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television	C4 Channel 4	

Arrid Extra Dry:	Ln, C4
Bisodol indigestion remedy:	Ln
Cidal soap:	Bt, C4
Colgate pump dispenser:	All areas
Cream Silk:	All areas
Cussons Pearl:	All areas
Elastoplast:	All areas
Harmony:	All areas
Hedex:	All areas
Immac hair remover:	Ln, M, Lc, Y, NE
Jaap's Health Salts:	So
Kleenex Velvet	Lc, Y, NE
Mycil athlete's foot preparations:	Ln, Lc, Sc, WW, We, B, G
Optrex:	All areas
Paddi Cosifits:	All areas
Sensodyne toothpaste:	All areas
Simple soap & skincare	Ln, M, A, C4, Bt
Temana Colourfresh:	C4

## Bentex tabs

M. A. Steinhard are relaunching benzhexol hydrochloride tablets under the brand name Bentex. The product, under the brand name Artilan, was withdrawn earlier this year because of trade mark problems, says the company.

The tablets are presented in 2mg (100, £1.86; 1,000, £15.44 trade) and 5mg (100, £3.62; 1,000, £31.45) strengths. They have the same appearance as Artilan tablets had: round, white, one side printed "Steinhard" the other scored with "B" above a "2" or "5" containing 2mg or 5mg benzhexol hydrochloride respectively. *M. A. Steinhard Ltd, 702 Tudor Estate, Abbey Road, London NW10.*

## Marcain moves

Astra Pharmaceuticals have been appointed distributors for Duncan Flockhart's range of Marcain (bupivacaine) products.

A new injectable presentation of bupivacaine — Marcain heavy — is also to be introduced. It contains 0.5 per cent bupivacaine and 0.8 per cent glucose, and is sterile wrapped (4 × 4ml, £4 basic NHS). It is specifically for intrathecal use.

The range is to be available to hospitals only from accredited hospital wholesalers, say *Astra Pharmaceuticals Ltd, Home Park Estate, King's Langley, Herts.*

## Bebate gel and cream

**Manufacturer** Parke-Davis Research Laboratories, Mitchell House, Southampton Road, Eastleigh, Hampshire SO5 5RY

NB Available in Scotland only, from August 1

**Description Gel:** Clear colourless, water-miscible gel with an odour of ethanol, containing betamethasone benzoate 0.025 per cent w/w. **Cream:** White, water-miscible cream containing betamethasone benzoate 0.025 per cent w/w

**Indications** Symptomatic relief and adjunctive management of inflammatory manifestations of acute and chronic corticosteroid-responsive dermatoses

**Administration Adults and children:** Apply thinly to affected area two or three times a day

**Contraindications** Known hypersensitivity to constituents. Tuberculosis and fungal and viral infections involving the skin. Should be used only as adjunct to appropriate chemotherapy where bacterial infection of the skin is present. Not for ophthalmic use

**Precautions** In long term therapy or when treating extensive lesions treatment should be interrupted periodically or one area treated at a time. Use with caution in lesions near the eye. Should not be used extensively during the first trimester of pregnancy. Due to the alcohol content of the vehicle the gel may cause mild, transient stinging

**Adverse effects** As for other topical corticosteroids

**Packs** 15g tubes (£0.95 trade)

**Supply restrictions** Prescription only  
Issued July 1984

**Clomid colour change:** The colouring agent in Clomid tablets is being changed, the tablets will now be pale yellow. Existing stocks should be used up and future orders will be filled with the pale yellow tablets, say *Merrell Dow Pharmaceuticals Ltd, Meadowbank Bath Road, Hounslow, Middx TW5 9QY.*

- **Enterosan** can give you up to **3X** more profit than liquid Kaolin and Morphine
- Convenient tablet presentation
- Contains Belladonna for extra relief
- National advertising campaign — so there's sure to be a big demand

**Order now from your  
Ashe representative  
or from your wholesaler**

Sole distributor  
**David Anthony Pharmaceuticals Ltd**



# 3x MORE PROFIT



# Launch into a new baby milk market.

Progress is a very important new arrival for you. It is a new kind of baby milk specially made for babies from 4-6 months and older who have started solid feeding.

Because it's more suitable than cow's milk for their babies, mothers will now be cancelling those extra pintas in favour of Progress.

And to make sure they hear

just how good it is, we at Wyeth Nutrition (makers of Britain's most popular baby milk-foods) are launching our biggest ever support campaign.

At hospitals and clinics the Wyeth Sales Force will be telling Doctors, Nutritionists and Health Visitors about Progress.

A major press campaign to mothers and Health Visitors, sampling, P.R. and a promotional message on the country's leading brand of baby milk

will be persuading mothers about the benefits of Progress over cow's milk.

So, if you're not expecting a delivery of this very important new baby milk, then call us today on 06286 4377.



**NEW**

**PROGRESS**

FROM 4 TO 6 MONTHS ONWARDS

**More suitable than cow's milk  
for older babies.**



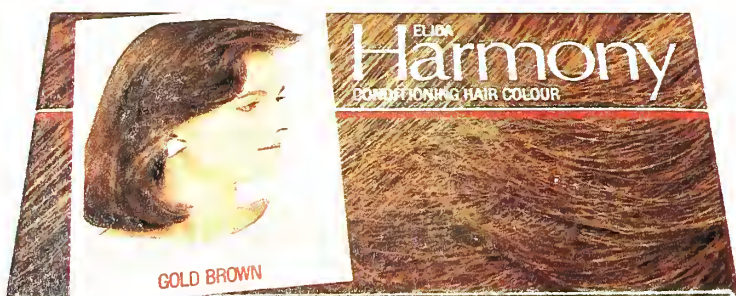
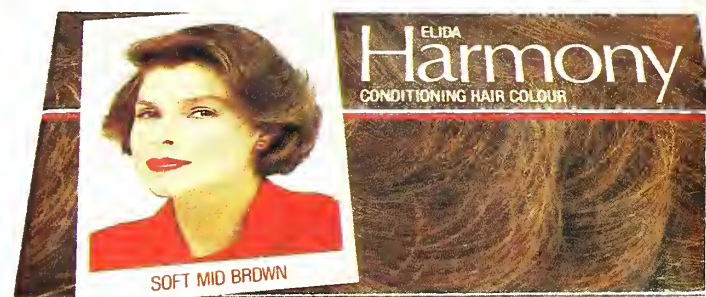
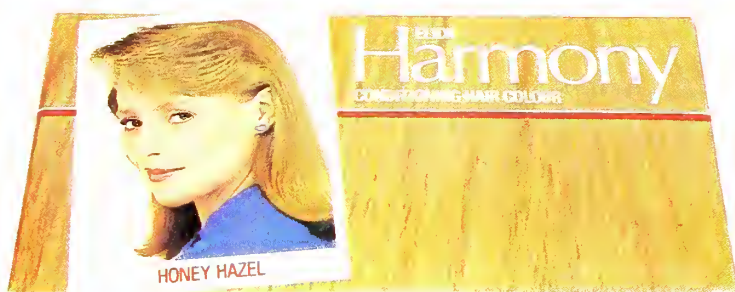
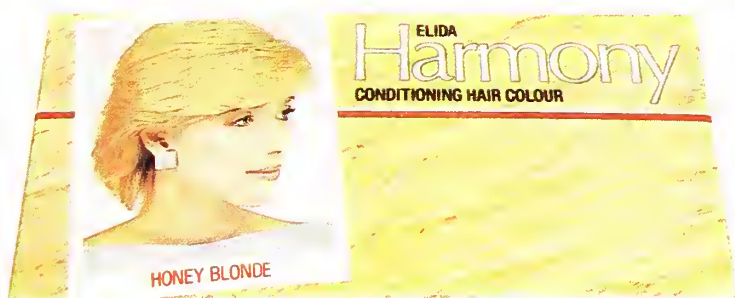
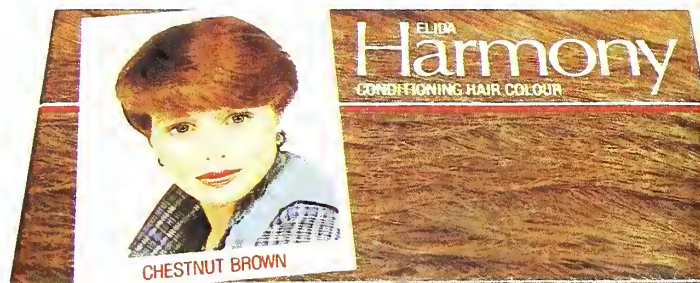
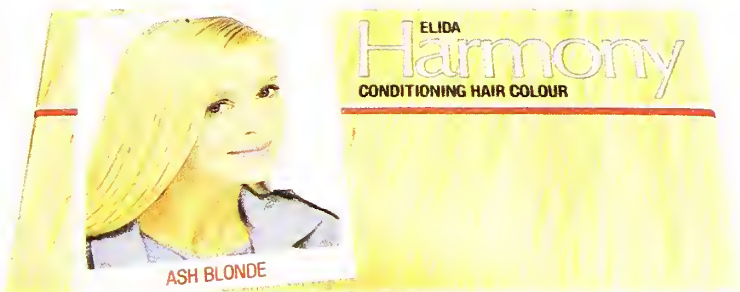
Wyeth Laboratories, Huntercombe Lane South,  
Taplow, Maidenhead, Berks. SL6 0PH.

\*Trade marks

Progress is not intended to replace breastfeeding.



# Harmony p



**BIGGEST BRANDS** ✓ **BIGGEST SALES** ✓ **BIGGEST PROFITS** ✓



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Our bright, new Harmony girls pack them in better than the Nolan Sisters do.

The No.1 semi-permanent hair colourant now comes in modern, eye-catching packs.

Our 15 sisters are really in perfect Harmony—including our new 'Burgundy' girl. Backing them will be our biggest ever TV and press campaign to the tune of £1.5 million.

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'BURGUNDY' THE NEW FASHION COLOUR.  
SHE'LL BE A RESOUNDING SUCCESS!

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**



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Outstanding results for POND'S Creams during the first quarter of 1984 proved beyond doubt the effectiveness of the £2.2m advertising campaign.

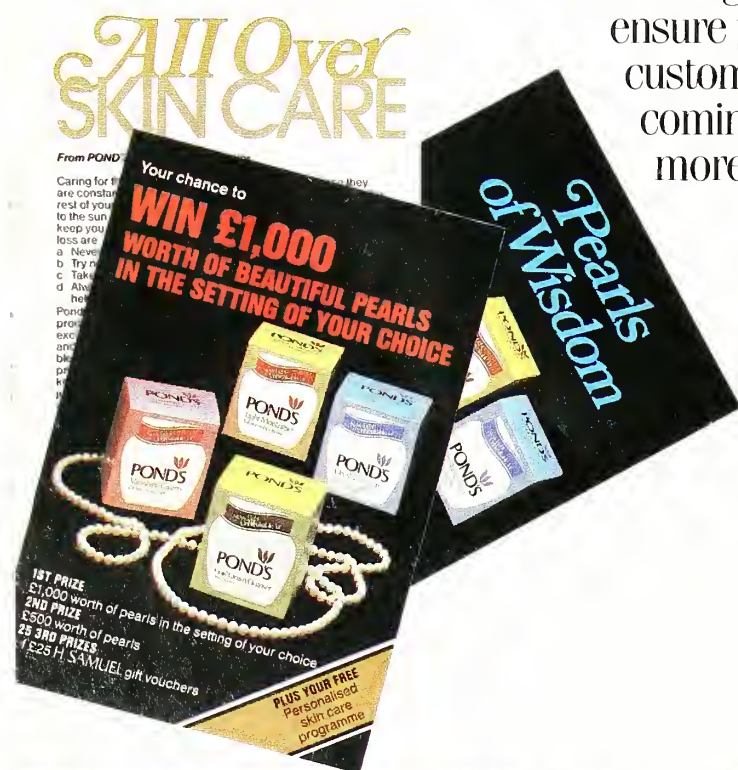
POND'S Cold Cream sales rose 20%, whilst the overall cleanser market rose only 2%.

POND'S Moisturisers sales also rose a staggering 78% – 10 times greater than for the total moisturiser market.



## ..ARE YOU READY FOR MORE?

Further advertising on ITV and Channel 4, starting on 20th August, will ensure your customers keep on coming back for more.



POND'S Creams will also be supported by a special promotion featuring, 'The Basis of Beauty' skincare leaflet – a personalised skincare programme for all skin types, with an opportunity for your customers to win over £1,000 worth of pearls.



**POND'S CREAMS  
CHECK YOUR STOCKS NOW!**

**Chesebrough POND'S Ltd.**  
*Skin Care Business Builders.*

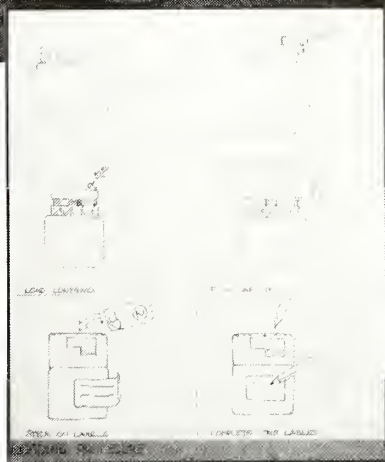
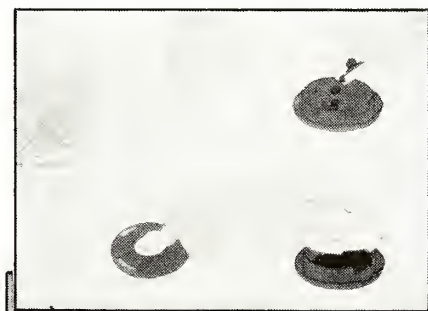
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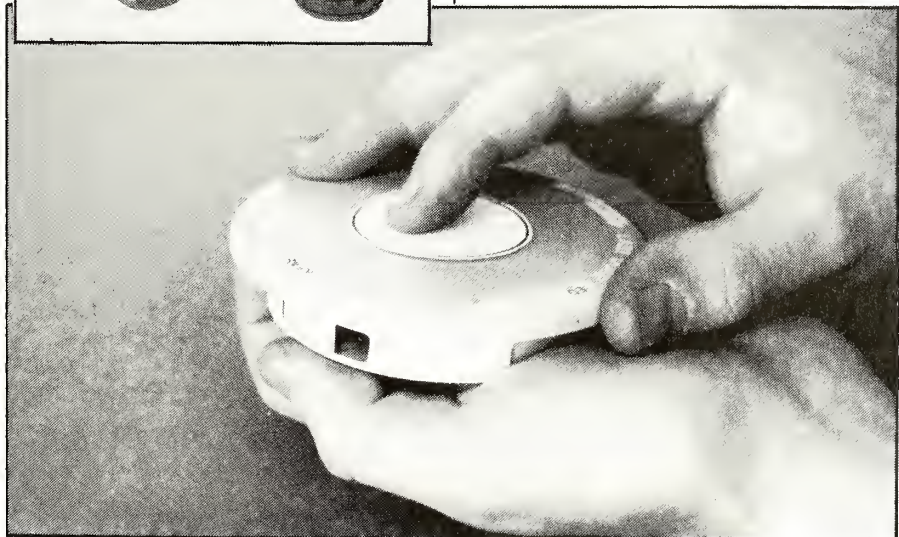
# Novel designs for patient compliance



Jan Newel-Lewis' entry; twist to open, pour out dose, push down cap to close. The cap is non-reversible but can be removed by the pharmacist to change the "dose frequency sticker". The unit is compatible with capsules or tablets up to 30mm in diameter and 9mm thick.



Stephen de Vere's entry is easy to load and assemble by the pharmacist, and could handle a dose of up to four times daily.



Two students from the industrial design course at the Central College of Art and Design, London, have recently won prizes in the Royal Society of Arts 1983 bursaries competition for the design of a low cost pill dispenser.

In the healthcare equipment section candidates were asked to produce a disposable pill dispenser capable of holding 48 tablets or capsules. Ease of loading by the pharmacist was essential, together with ease of use by an elderly person. It had to be capable of indicating to the patient when the last dose was taken and when the next dose was due, as well as showing the number of doses required daily.

Provision to alter the frequency of the daily dose was to be made and also space provides for additional identifying labels. The container had to be robust and ideally provide some protection from moisture.

There were 52 entries for the jury to consider. Judges included Hugh Howorth, big names from the design world such as Nick Butler, David Crisp and Colin Cheetham, and Sylvia Graham and Dr Graham March from the *Observer*. Many solutions presented were too complex, the jury said, and none fulfilled all the conditions set out in the brief.

However, Jan Newel-Lewis presented a solution which covered most of the criteria posed in the brief, and won a first prize of £750. His design consisted of a two piece plastic container and a mechanism working on a non-returnable ratchet system. When the top is turned it gives the user an audible and tactile click indicating the tablet(s) are ready to come out. The tops of the dispenser can be colour coded for ease of recognition. Mr Newel-Lewis estimated the cost of the unit if mass produced would be 10-12½p each.

Stephen de Vere won joint second prize of £500 with a circular flat device, also with an integrally moulded ratchet system. The pharmacist is able to set the frequency of dose, and match the aperture to the tablet size by removing break-off panels on one of the mouldings.

The large diameter and flat shape means it can be operated between the open palm of the hands, helpful for elderly arthritics. It is also easy to carry in a pocket or handbag.

The other second prize winner was Paul Priestman (Royal College) who based his design on the use of a Mobius strip inserted into the lid of the container, which gives the user information as it is rotated. It is possible to include varying dosage times on this system. Mr Priestman considers it would even be suitable for liquid medicines.

The prototypes are on show at the Design Centre, London until August 18, and also at the Scottish Design Centre September 14-October 27.



## Risk of 'cream' being imported

**Unichem managing director Peter Dodd predicts wholesalers might parallel import the "cream" products of any manufacturer offering direct discounts to pharmacists if wholesalers' margins are reduced by the Government to the extent that they can no longer give contractors incentives for volume.**

Mr Dodd says that provided the new Regulations on parallel importing are implemented and policed correctly and that the Government lowers reimbursement to pharmacists using parallel imported products, major wholesalers will keep out of the market. The only likely exception to this would be tactical importation of "cream" products, Mr Dodd told the British Institute of Regulatory Affairs Symposium at Exeter

University last week.

"Apart from anything else, can you imagine the cost and inconvenience caused to a major wholesaler with the requirement to undertake double stocking of a large number of lines and, add to this the problems for a bona fide wholesaler of being able to assure continuity of supply. The handling of parallel imported products lends itself best to a short-line wholesaler," said Mr Dodd.

"I believe that some parallel importers will seek to continue to bring in products illegally and will continue to do so until there have been one or two prosecutions. Pharmacists will need to be careful about who they deal with for some time yet."

It remained to be seen whether or not parallel importing would regain the levels it reached prior to the new Order said Mr Dodd. "I think it is unlikely to do so and will eventually settle down at one-third to half of its previous level."

☐ The DHSS says that so far it has issued no parallel import product licences — PL(PI) — although it has received several hundred applications.

## NPA objects to new GSL Order

**The National Pharmaceutical Association has objected strongly to the new General Sales List Order which came into force on June 30 which moved some Pharmacy-category medicines to GSL status (C&D, June 23, p1191).**

Director Tim Astill said products would no longer be categorised by virtue of their formulation but purely on ingredients. The DHSS in its consultation letter had said: "...categorisation of a product as a GSL medicine on the basis of its ingredients does not necessarily imply that it will — or even can be — offered for sale outside pharmacies... Licence holders should go on labelling their products P." These products might legally be GSL, Mr Astill told the NPA Board at its June meeting.

He said he was very concerned that such methods could cause problems in members' pharmacies. For example staff might refuse to sell a product, which was legally GSL, because the container was labelled "P." A letter expressing the NPA view has been sent to the Department of Health.

**Pre-registration trainees.** Mr Astill drew attention to the fact that while some NPA members were unable to provide continuing employment for a pharmacy graduate after the end of his or her pre-

registration experience, others were only interested in taking a trainee if they could be reasonably certain that they would remain with them for a worthwhile period after qualification. Until recently, it had been assumed that the law prevented anything more than a "gentlemen's agreement" that the trainee would stay on for two or three years after the end of his training period, but a recent decision by the Scottish Court of Session had cast doubt on this view.

After considering the option of solicitors the Board decided that a suitable contract clause would be drafted and announced to members.

**Advertising campaign.** The advertising agency's ideas for the final phase of the campaign were presented by creative director, Mr M. Belgrove, enthusiastically received and some improvements agreed.

**"Ask your pharmacist."** The column was now being syndicated to papers with a present known total circulation of more than five and a quarter million people. In addition, a further sixty-five newspapers with unknown circulations were using it. The majority of newspapers were weeklies, including an edition in braille!

**Tax status.** A note is to be published in the *Supplement* on the question of tax and insurance treatment of locum pharmacists advising NPA members not to be bullied by local inspectors and to contact the office in the event of difficulty.

**Parallel imports.** In response to an NPA recommendation to Allen and Hanburys Ltd that, to avoid confusion to patients, foreign language elements be deleted

from its UK packs, the manufacturer had said such changes would be made soon when unused stocks were exhausted.

**OTC profit margins.** Following pressure from the NPA and others, Sterling Health had increased its profit margins from 20 per cent to 25 per cent. However, that figure was still felt to be too low — a 50 per cent profit on cost was needed for a Pharmacy only medicine which relied on the pharmacist's recommendation. Further representations would be made.

**Richardson Vicks.** The office had written to Richardson Vicks about the distribution of their Eversun/Aquasun range which had apparently been available only to Boots. The reply gave assurance that stocks were available through normal wholesale channels to independent retail pharmacies. However, it was agreed that further clarification of the company's future marketing policy be sought.

**Cardiometers.** Despite the receipt of a reply from the manufacturer indicating that the construction of its do-it-yourself Cardiometers was to be changed, it was agreed that a warning should be published about the siting of these machines which, if pulled over by children climbing on them, could cause accidents.

**Contact lenses.** After discussing reports about the unhelpful attitude of certain manufacturers to members wishing to stock their contact lens products it was decided that letters requesting an explanation be sent to the companies concerned. The Board decided to prepare a list of eye-drops which adversely affected contact lenses and to investigate warning labels.



Searle Pharmaceuticals will be represented in this year's Olympics by Alex Forbes, a London rep selling the company's pharmaceutical and consumer products. She is part of the women's eight rowing team. Searle are contributing to the team's training expenses in the States prior to the games.





## Our unique formulation make this 2000 year old remedy a product of the future.

Today's customers are increasingly discerning and far more aware of healthy living than at any time in the past: for this reason they look to you for guidance and product assurance; assurance you can give for Gerimax with confidence because Gerimax is produced under the strictest pharmaceutical conditions and the active constituents conform to the British or European Pharmacopoea standards and is available through Pharmacies.

2000 years experience with ginseng formed the basis of the development work which has made it possible to combine Panax Ginseng with an adequate dose of all necessary vitamins and minerals including Selenium as well as 18 amino-acids – all in one tablet.

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<i>(from 250mg of standardized Panax Ginseng)</i>	
<i>C.A. MEYER, finest Korean Ginseng</i>	
Vitamin A	(Retinol USP) 3000i. u.
Vitamin B <sub>1</sub>	(Thiamin-monitrate USP) 1.5mg
Vitamin B <sub>2</sub>	(Riboflavin Ph. Eur) 1.8mg
Vitamin B <sub>6</sub>	(Pyridoxine Hydrochloride Ph. Eur) 2.0mg
Vitamin B <sub>12</sub>	(Cyanocobalamin Ph. Eur) 3.0mcg
Folic Acid	Ph. Eur 100mcg
Niacin	(Nicotinamide Ph. Eur) 18mg
Pantothenic Acid	(Calcium Pantothenate Ph. Eur) 10mg
Rutin	DAB 20mg
Vitamin C	(Ascorbic Acid Ph. Eur) 45mg
Vitamin D	(Ergocalciferol Ph. Eur) 400i. u.
Vitamin E	(d-alpha tocopheryl acetate Ph. Eur) 12mg
Iron	(Ferrous Fumarate Ph. Nord) 18mg
Zinc	(Zinc Oxide Ph. Eur) 15mg
Copper	(Cupric sulphate Ph. Nord) 2.0mg
Manganese	(Manganese sulphate DAK) 3.8mg
Molybdenum	(Sodium Molybdate BP) 250mcg
Iodine	(Potassium Iodide Ph. Eur) 150mcg
Selenium	(Sodium selenite Ph. Nord) 125mcg
Chromium	(Chromium chloride) 125mcg

In addition there are small amounts of Biotin, Choline Inositol and 18 amino acids.

Gerimax is produced under strict pharmaceutical conditions and the active constituents conform to the strict British or European Pharmacopoea standards.

## Gerimax. The ultimate one!



## Hospital pay: pharmacists need 16pc

**Hospital pharmacists are asking for a "substantial" salary increase and a reduced working week in their 1984 pay claim.**

While not putting a figure on the claim, they believe that an "absolute minimum" of 15.92 per cent is needed to restore salaries to their corresponding 1980 level and to halt the loss of pharmacists from the NHS.

The claim, submitted by ASTMS to the Pharmaceutical Whitley Council management side, says that recent pay settlements had led to resentment and low morale in the service.

Over the past two or three years there had been increasing difficulty recruiting newly registered pharmacists. Higher general practice salaries, starting at £10-11,000 plus car and "perks," had tempted many pre-registration graduates to leave the NHS as soon as they registered.

Other pharmacists in their first or second years, and even staff pharmacists, had also become disillusioned and left the service.

While most other NHS employees had seen a gradual reduction in their working

week, hospital pharmacists had to work 39 hours, the same as over 20 years ago. And there was still no payment for work carried out in unsocial hours, "a point of dissatisfaction among hospital pharmacists over the past four years."

It is also suggested that there should be a reduction in the number of points on the nine-point grade 1 scale, with larger incremental increases, because most pharmacists progressed no further than points 2 or 3.

As well as establishing reasonable basic rates, it was necessary to restore sensible differentials. Without incentives, there would be a reduction in the number and quality of staff willing to take on the heavier responsibilities of the higher grades. At the top of the scale there was a difference in salary of only £1,000 between an officer responsible for an authority of 100,000 population and another responsible for a teaching authority eight times larger.

"Substantial" increases are being sought in lecture fees — so that all grades are paid the same fee — and in pay for special duty and late clinics. An updated claim for out of hours fees is being prepared.

The paper warns that unless salaries increase significantly above inflation increases there could be a return to the situation in the late sixties when the Government was forced to establish the Noel Hall working party to review the service and prevent its collapse.

## Nurse gave wrong drug on discharge

**The Health Ombudsman, Sir Cecil Clothier, QC, has had to ask a health authority to remind nurses to take care when providing drugs to patients leaving hospital.**

In his annual report for 1983-84 (HMSO £4.70), he describes the case of an elderly man with Parkinson's disease whose wife complained that the drugs he had been given on discharge from hospital were causing hallucinations. Investigating the complaint, the Ombudsman found that a nurse had mistakenly given the man tablets that a hospital doctor had discontinued three days previously. The error probably occurred because the person responsible had referred to a copy prescription relating to an earlier discharge.

Because the Ombudsman was concerned that such an error might be repeated with disastrous results, he invited the health authority to warn nursing staff of the need to be careful.

Another complaint arose after a diabetic patient died through being given the wrong dose of insulin in an accident and emergency department. The Ombudsman found that the incorrect dose was a result of serious failures in communication between members of the medical and nursing staff.

Stocks of insulin were subsequently removed from the department and insulin now had to be obtained from the hospital pharmacy or, when this was closed, from a ward.

Reviewing the year, the Ombudsman says the ordinary citizen often finds that the statutory procedures for examining complaints against contractors with FPCs are complicated, hard to understand and sometimes unfair because of their formality and the time limits imposed for registering a complaint.

"It is not surprising, therefore, that many complainants turn to me in the expectation — misplaced I fear, because the actions of contractors are outside my jurisdiction — that I will provide them with a relatively uncomplicated investigation and an impartial judgment," he says.

Sir Cecil retires from the post at the end of the year (see People p138).

## No joy in non-US Debendox

**Dow Merrell are to pay \$120m to settle present and future United States claims that its morning sickness medicine Debendox (known as Bendectin in the US) caused birth defects. But they do not intend to treat European claims in the same way.**

When the agreement has been finalised the money will be paid into a fund over 20 years.

The decision was made for "business reasons," says the company. In the US, both the claimant and defendant are liable to pay legal costs. For the 678 cases in the US the cost would have been enormous.

Dow Merrell are not admitting liability in making the payment and will continue to fight cases outside the US. Indeed they point out that they have won both cases which have come to court in

the US on appeal. In the UK the Committee on Safety of Medicines has found no reason to withdraw the product licence after four examinations, says the company.

Labour MP Jack Ashley this week called for a selective boycott of Merrell's products in the UK, saying the company was "guilty of outrageous discrimination against British children." His appeal for an emergency debate on the matter was rejected: he has now tabled an early day motion.

Barry Hall, chairman of the Debendox Action Group, told ITV's "News At Ten" this week that he did not think Merrell would take the same course of action in the UK as they had in the US "but the company may surprise me."

Dow Merrell have said the payment will not affect earnings because they are adequately covered by product liability insurance and reserves, according to a report in the *Financial Times* this week.

As *C&D* went to press the *Daily Mirror* also called on the Government to boycott Merrell products if the company did not compensate British families.



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\* VITALIA FIBRE TABLETS CONTAIN UP TO 50% MORE FIBRE THAN ANY SIMILAR BRANDED PRODUCTS.

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	100 tablets	200 tablets*	100 tablets	200 tablets
Consumer Price	£1.99	£3.19	<b>£1.75</b>	<b>£2.99</b>
Unit Trade Price	£1.30	£2.08	<b>£0.90</b>	<b>£1.60</b>
Gross Profit £	£0.43	£0.68	<b>£0.62</b>	<b>£1.00</b>
Gross Profit %	25%	25%	<b>41%</b>	<b>38%</b>
Dietary Fibre Content	60%		<b>90%</b>	

FOR YOUR SAKE AND YOUR CUSTOMERS

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Figures from present Chemist & Druggist Price List.

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## Looking at *all* of your premises

The size, layout and general condition of pharmacy premises are obviously critical factors in the shop's potential. Dispensary, storage rooms, front shop, living accommodation, garden or yard; every part of the property should be carefully examined to see what role it might play in increasing profitability of the business.

OTC sales and prescriptions turnover per square foot should be assessed as closely as possible and comparisons made with other pharmacies for which details are known. It can also be instructive to look at shops outside pharmacy, which nonetheless handle many traditional pharmacy products.

This type of investigation should give an overall picture of how fully present facilities are being used in producing pure profit. It is not uncommon for a great deal of costly space to be under-utilised, or for stockrooms and offices to absorb too large a portion of the total area. One frequent source of waste is the OTC section, where there may be, in a lofty shop, hundreds of cubic feet of potential storage space not employed for any profitable purpose.

Except in very large premises the walls above seven feet or so are of no merchandising value. They might better be shelved for storage, so liberating a stockroom for more sales space.

Once the chances of bringing in additional space for dispensing or OTC sales have been appraised, the costs of work involved must be ascertained. Professional advice from a surveyor and architect might reveal problems which could make the cost prohibitive, and the sooner this is found out the better. A careful cost-benefit analysis is necessary, together with a discounted cash

**Front-shop space is obviously of prime importance when considering buying a pharmacy. But so are living accommodation, dispensary, and storage space.**

flow exercise to relate hoped-for future profit to current capital outlay.

Clearly there will be no benefit from altering the function of various parts of the premises unless there is a market for the goods and services. Linked, therefore, with the investigation of premises is the market research described in earlier articles. The investigations outlined will:

Help a purchaser avoid changes which might look good, but are unlikely to bring an appropriate return.

Show where a comparatively small outlay could result in greatly enhanced profits.

In any case where a prospective purchaser of an existing pharmacy, or a pharmacist intending to open a new pharmacy, with the slightest doubt as to the professional suitability of the facilities, should first consult one of the Society's inspectors. Consideration should also be given to the security of the premises and their vulnerability to fire, theft, flooding, subsidence, and so on. What additional precautions might a new owner or tenant feel necessary; what might he or she be compelled to undertake, and what could be the cost and the insurance implications? If the vendor has not fulfilled all legal obligations and this has not yet come to light, a buyer will have these problems to resolve even if redress is sought from the seller.

situation of essential small pharmacies; health centre plans, and so on. It is impossible to forecast precise effects of these factors, which both impose risks and offer opportunities.

Once as much factual information as possible has been collected, critical judgment is called for. The basic principle throughout is that risk and prospects of profit should be kept in balance. What balance is acceptable will vary with the philosophy of the individual. If undue risk is to be taken for some personal, ethical or financial reason it should follow a deliberate decision and not be the result of ignorance or carelessness.

The following types of pharmacy need particularly stringent investigation:

**1. The pharmacy with no local opposition.** Absence of nearby competition, whether from another pharmacy or shops handling traditional pharmacy products, could be for one of two main reasons. The business might be so efficient and strongly entrenched that rivals are deterred — or the area might not be capable of supporting a second pharmacy. The pharmacy with little competition can sometimes be the very one apparently justifying a high goodwill feature, while being extremely vulnerable.

**2. The pharmacy with too much opposition.** This business is easier to spot than the type described above. It should be approached with caution, although the asking price might be low. Close analysis of the market and the nature of the competition might reveal an opening or gap in the services provided, so in certain instances a "bargain" could be obtained. An important question here, as always, is "how many times has it changed hands and why!"

**3. The pharmacy with gross profit barely covering overheads.** Such overheads should include payment to the owner-manager of a realistic salary, and should also allow for at least the equivalent of a building-society return on total capital. In this type of pharmacy a small drop in turnover can result in removal of any pure profit or perhaps produce a loss.

With any business, not merely marginal ones, it is useful to calculate the effect on profit of, say, a 5 or 10 per cent decrease or increase in sales. The percentage change in profit, other things being equal, will be much higher.

**4. The pharmacy with inflexible overheads.** The relationship between fixed and variable overheads is important. Rent and rates are normally fixed, do not normally vary and have to be met however the pharmacy is faring. Occasionally rent is linked to turnover and rates might be appealed against, but it is always prudent to work out how much turnover is required to cover fixed costs. It must be remembered that the salary of a pharmacist is a fixed overhead, as his or her presence is a legal necessity.

Other wages and salaries are usually regarded as a variable cost, and in most pharmacies they are the largest single item of expenditure from gross profit. Legislation had made it much more difficult to adjust staffing and wages to counter fluctuations in turnover, and any potential proprietor should make a point of being knowledgeable and up-to-date on this aspect of the law.

**5. The pharmacy depending on a few large customers.** The closing or part-time working of a local factory can have a dramatic effect on OTC and dispensing volume alike. Again it is a matter of balance as it is usually more profitable to handle big

*Continued on p128*

## Weaknesses to beware

Certain factors can make the purchase of a particular pharmacy unusually hazardous. We are not referring here to those variations in profit inherent in every pharmacy, but to special types of risk which must be watched closely by any prospective buyer.

It should be stressed that any would-be buyer must — without fail — study minutely the implications of the basic practice allowance; functions, powers and policy of the Rural Dispensing Committee; the special



# ON 30th JULY MILLIONS OF PEOPLE WILL DISCOVER THEY HAVE A MUM.

The Mum roll-on range has been increased with the launch of Mum Ultra Dry for Men.

So now there's a Mum for everyone.

And we'll be telling everyone about the new Mum family in an exciting £¾m TV advertising campaign starting 30th July.

New Ultra Dry for Men has a unique formulation, which gives unbeatable protection. It will really make the competition sweat.

There's an improved formulation and attractive new label designs for original Mum, too. And Quick Dry with its super-effective formula completes the range.

Mum's keeping up with the times. We hope you can keep up with the demand.





transactions and accounts than to have a turnover made up of many small purchases with heavy customer flow. When checking any pharmacy it is illuminating to ascertain the average value per item sold or dispensed.

**6. The pharmacy with a substantial element of "fashion" sales.** Some holiday resort pharmacies or those serving an airport or railway station might cater for many customers buying products which are highly seasonal and fashion linked. The stock "mix" of such a pharmacy should be given careful scrutiny by a buyer.

In general a pharmacy located in an area where there is diversified industry and industry which is expanding, rather than contracting, is a safer buy than one where a whole town is more or less dependent on a single product. The industrial relations record of an industry is another factor to be kept in mind.

**7. The pharmacy which appeals to a purchaser for some unusual feature.** A purchaser of any business should look ahead to the time when he or she wishes to see the concern. The pharmacy of narrow specialised appeal is often difficult to dispose of, although it may have a certain rarity value.



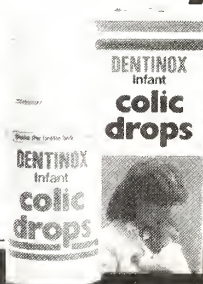
Pharmacy assistants Nora Ross and Christine Clee receive a cheque for £250 — first prize in Unichem's April Golden Draw. The cheque was presented by Unichem director Theo Johnson and Livingstone branch manager Brian Herron



## For a colicky baby there's only one way to end a meal.

Breast or bottle fed, a baby with colic deserves a drop of Dentinox Colic Drops. They work on a totally different principle to traditional gripe waters.

The well-proven active ingredient, dimethicone, actually breaks down the bubbles of ingested air that cause the pain. But it does not anaesthetise the gut and it is not absorbed



into the bloodstream. Which means that it does not affect the smooth muscle tone or depress the central nervous system.

Naturally, this avoids side-effects such as a dry mouth, thirst or dizziness. Instead, Dentinox Colic Drops have a safe, mechanical action that quickly relieves babies' pain.

**You can depend on DENDRON.**

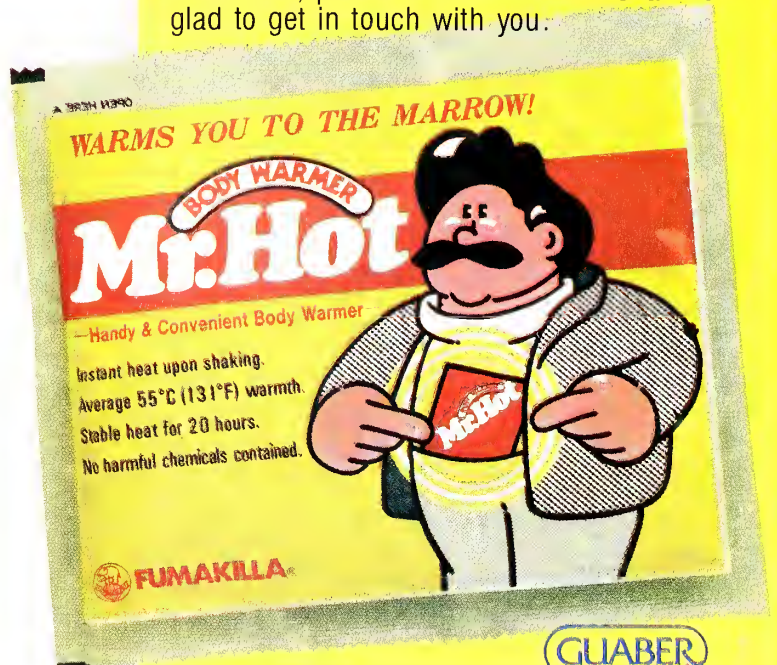


# THE BRITISH LIKE IT HOT.

And who likes hot will like "Mr. Hot", the pocket-size heat package choc-full of warmth.

- For Mr. Hot is a body-warmer, a readily available heat source that provides an immediate feeling of well-being in cold weather.
- Mr. Hot is practical and easy to use: all you have to do is to take him out of his packet and shake him. Within a few minutes he'll heat up, all by himself, to a temperature of 40°C (104°F) - and stay hot for 20 hours.
- Mr. Hot is not bulky (11 x 15 cm) and can easily be applied to any part of the body where warmth is needed.
- Mr. Hot is ideal for sportsmen and sportswomen; for people who work outdoors, and for any occasion, whether indoors or out, when the cold is making itself felt.
- Mr. Hot is perfectly safe: non-inflammable, non-toxic, and doesn't contain any harmful substances.
- Mr. Hot is cheap (about US\$ 0.50)
- Mr. Hot is already a big success in Japan, where 250 million pieces were sold in 1983.

We're now planning to set up a big market for this product in Britain too, and are looking for a distributor who believes in the great opportunity offered by Mr. Hot. If you're interested, please write to us. We shall be glad to get in touch with you.



**GUABER**

Mr. Hot is a Guaber product. 40050 FUNO (BO) Italy.



## A Prism contract

I was pleased to note Xrayser's approval of Unichem's selection of the IBM PC as the basis of our new Prism pharmacy system in last week's "topical reflections."

The standard IBM PC in its basic form has 64K memory and one 160K floppy disk drive as Xrayser correctly stated. The Unichem Prism model is considerably more powerful, with 128K main memory and twin floppy disks giving 1.6 million characters of storage. These and other enhancements, make our expanded IBM PC easily capable of handling any of Xrayser's requirements, and, installed at under £2,000, incredibly good value for money for our shareholder members.

Service charges are rarely quoted these days as percentages of new computer equipment capital costs. The costs of an engineer's time to visit a pharmacy and fix a fault have risen diametrically opposite to computer equipment prices over recent years. While £7.60 per week may appear to be high for an on-site maintenance contract covering all materials and labour, with the engineering normally attending within a few hours of the fault being reported, we consider it to be good insurance. However, we do offer even lower cost options on the IBM PC.

But Xrayser and your readers should carefully consider the fact that computer engineers' time is currently charged at up to £50 per hour, including travelling time, and that servicing companies must always give priority to problems covered by maintenance contracts. I have heard of many cases where a computer system has been out of action, waiting for an engineer to visit, for several days where no service contract existed and the resulting costs exceeded the equivalent annual maintenance charges.

D.R. Walker

Management services director,  
Unichem Ltd.

## Flu strain?

As you may be aware, an article was recently published in *Pulse* (June 30, 1984) entitled "Prepare now for flu vaccination." Within the article was the following comment: "Those (GPs) contemplating purchasing a substantial volume of flu vaccines should order now directly from manufacturers. The greater the number the larger the discount. One company is currently quoting 17.5 per cent off basic trade price on 500 vaccines and 20 per cent off 1,000. Buying 500 would net about £800 profit when dispensed according to

the Red Book, 44.13."

I would like to take this opportunity to disassociate Duphar Laboratories from the above article, and to restate our policy with regard to Influvac. As a company we sell Influvac to wholesale and retail chemists, the only exception to this policy being registered dispensing doctors.

D. Davies

Product Manager,  
Duphar Laboratories Ltd

## Made easy?

As a pharmacist not familiar with the terminology of genetic engineering I was interested and excited to read your "Easy guide to molecular biology." How disappointed I was when I started to read up to the second paragraph... "The genome is a double-stranded DNA molecule made up of strings of nucleotides containing one of the four bases adenine, guanine..."

Perhaps a more initial introduction to this article would have been more appropriate. I look forward to reading a more basic approach to this fascinating study.

Retired pharmacist.

We apologise for leaving the reader at the starting gate. But it's difficult to pitch technical material of this nature where it can be understood easily by, for example, the latest graduate who may not have specialised in the area (but who desires a broader knowledge and has the basic terminology) and those who qualified before some topics even entered the syllabus. We believe that pharmacists qualifying within the past quarter century should have little difficulty following the article and for others... well, as the Irishman is reputed to have said: "To get to there, I wouldn't start from here if I were you!" — Editor.

Pharmacist's Name & quantity for sale	No. of days treatment NB Ensure doses is stated	NP
① Headaches x 20 T. b. d.		
② For Pregnancy x 60 T. b. d. p. c.		

Our Nottingham subscriber who had to deal with this prescription said it must be a record to have one pregnancy twice a day after food. No wonder the doctor also prescribed headaches.

## Caught in the Medicines Act

You are doing good service to pharmacy in your editorial (July 7, p3) on the Medicines Act. I endeavoured to do the same in my election address.

There is considerable danger here to pharmacy and not only to the community pharmacist. It is an "inversion" of the Medicines Act, which clearly envisaged the supply of medicines through pharmacy channels. The exception, which was considered to be small, was for some medicines "for public convenience" that could be sold through other channels, these being mainly slot machines.

It seems now that it is the pharmacy which is the "exception" and that distribution can be unlimited through non-pharmaceutical sources.

Can pharmaceutical manufacturers stand idly by if such sales of OTC non-pharmacy distribution increase any more? The students certainly seemed alive to this situation when I addressed them at the BPSA conference.

The Council of the PSGB must not only be vigilant but active.

May I say that I drew attention to a likely increase in retention and premises fees. The president persuaded Council to accept a register — open to pharmacy and public inspection — of consultancies held. Perhaps it would be helpful to have an annual statement of total fees and expenses paid to Council members apart from the president and vice president's honorariums.

Mervyn Madge  
Plymouth

## Pressure point

May I add a brief note to my letter in last week's issue (p76).

Dr Robert Woodward of Larkhall Laboratories has been in touch to advise me that he does not feel he was abusive or that he resorted to personal insults during the television programmes.

It was not my intention to upset or offend Dr Woodward, who believes he was put under enormous pressure during the programme in which he appeared.

While accepting Dr Woodward's views and sympathising with the pressure he faced during the debate, the main point of my letter was that community pharmacy should have been represented when such an important issue was being debated.

W.T. Draper  
Pharmaton, Liverpool



# Sunday trade: no report till September

The Home Office report on Sunday trading has again been delayed, and now looks unlikely to emerge before the end of September.

It had been hoped that the report would be published at the end of this month, but there have been delays over drafting and submission of late evidence. Suggestions that the Government has asked for their conclusions to be held back in the face of strong opposition to more liberal trading hours have been dismissed by the committee.

A committee representative told *C&D* he had "no idea" when the report would be presented to the Home Secretary. Summer holidays are coming up for committee members, another factor which will contribute to the delay. "It won't be ready for the Home Secretary until the end of August at the earliest" he said. Publication will probably follow a month or so after.

A Parliamentary question to Home Secretary Leon Brittan allowing him to make a statement on the report is expected in the Commons next week.

## Record year for M&B

May & Baker increased profits by 45 per cent to a record £15.1m in 1983, on sales up just 19 per cent.

International sales reached £317m from the previous £272.4m, £86m of this total being contributed by exports from the UK. The proportion of sales from overseas rose 1 per cent to reach 55 per cent.

The company upped R&D spending by £1m to £14m. New investment in fixed assets amounted to £19.7m, of which £7.8m went on acquisitions.

May & Baker sales of products produced by parent company Rhône-Poulenc also reached record levels, 50 per cent up on 1983 at £47m.

The pharmaceutical division put 9 per cent on sales, thanks largely to an improved performance in medical products. "The strategy of product development and diversification into the self-medication market is a response to regulatory and commercial pressures in ethical" say company directors.

Sales of pharmaceutical chemicals increased by 21 per cent.

The photographic products division is said to have consolidated its position in the UK and achieved "a considerable increase" in export sales.

"1982 was a year of consolidation" says chairman J-M. Bruel. "1983 was much more a year of change and progress".



John Mackay, Health Minister for Scotland (right); is the latest MP to tour Unichem's head office and computer centre at Chessington, Surrey. Mr Mackay, who was shown round by managing director Peter Dodd and Eleanor Mair, wife of deputy chairman David Mair, afterwards declared himself "very impressed indeed"

## Retail prices

The Department of Employment retail prices index for all items reached 351.9 in June 1984. (January 1974 = 100). This represents an increase of 0.3 per cent on May 1984 (351.0) and an increase of 5.1 per cent on June 1983 (334.7).

## Unichem into label-making

Unichem are expanding into computer label production with the formation of a new joint-venture company.

Initially Unilabel will produce all the labels for Unichem's Scriptwriter, Pride and Prism systems. But the company hopes users of other systems will eventually buy from Unilabel. They say their products will be compatible with "virtually all" labelling systems. Prices start at £3.50 per 1,000.

David Walker, Unichem's management services director is also chairman of Unilabel. "We have taken this step so we can offer pharmacy a more cost-effective source of labels by cutting-out the middleman" he says.

Unichem's partner in the formation of the new company is Tungate, who have supplied computer stationery to Unichem in the past.

## Small business leads in jobs

Businesses with less than 20 employees contributed 31 per cent of new jobs in the 70s, despite accounting for only 13 per cent of the total workforce.

These figures come from a University of Newcastle report, details of which recently appeared in the Department of Trade's *British Business*.

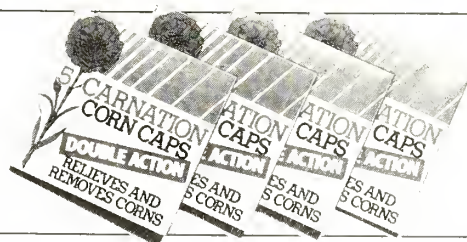
Companies with between 20 and 99 workers also did well, producing 21 per cent of new jobs on the strength of a 16 per cent share of the workforce. The report uses data representing about 75 per cent of all private sector employment between 1971 and 1981.

Small Firms Minister David Trippier has welcomed Newcastle's conclusions. "This confirms that small firms create new jobs out of all proportion to their share of the labour market" he says. Available (price £2.00) from Dept of Industrial Management, Stephenson Building, University of Newcastle.

# CARNATION

The Corn Cap that's asked for by name.

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## Stricter curbs on unsafe consumer goods

**All suppliers will have a legal duty to ensure that the goods they supply are safe, if new Government proposals come into effect.**

A White Paper on "The Safety of Goods" (HMSO £2.25), published last week, proposes major changes in the law on consumer safety. Mr Alex Fletcher, Minister responsible for Corporate and Consumer Affairs, explained that the White Paper aimed to fill some serious gaps in the present system of controls. There were still difficulties in stopping goods being sold even after they had been found unsafe.

The proposals introduce a general duty to supply safe goods. Allowances would be made for retailers who would first have to be informed by an enforcement officer of the reasons for believing there was a breach of this general duty. "It could be excessively harsh to expose retailers to criminal liability without their attention having first been drawn... to the likelihood of a breach" the White Paper says.

New powers would enable enforcement officers to check that safety standards were met at the point of first supply, whether it

be manufacturer or importer, rather than when the goods had reached the shops. There would be new arrangements to monitor the safety of imports and stop unsafe imports at the point of entry.

Enforcement officers would be able to suspend the distribution of suspect goods rapidly, and for up to six months, pending a decision on their safety, if necessary by a court. Authorities would be able to seize suspect stocks from traders subject to an obligation to compensate the trader if the goods turned out to meet safety requirements after all. One difficulty at present is that once an officer identifies unsafe goods on sale all he can do is prosecute. Cases can take many months to be heard during which time unscrupulous traders can offload their stock.

The proposals cover all consumer goods apart from those already excluded from the Consumer Safety Act such as foods and medicines which are covered by other legislation.

Interested parties are invited to submit comments on the proposals by October 15 to the assistant secretary, consumer safety unit, Department of Trade and Industry, room 2707, Millbank Tower, Millbank, London SW1P 4QU.

## Business rates review promised

**The Government is urgently considering a review of rateable values for commercial and industrial premises.**

"We shall announce an effective date of non-domestic revaluation as soon as possible" environment secretary Patrick Jenkin told the Commons last week.

Meanwhile the Government's draft code for local councils on consultation of the local business community has been published.

The Rates Act, which came into force last month, requires local councils to consult with representatives of their non-domestic ratepayers. The proposed regulations set out the information which should be supplied, spending proposals, suggested rate levels, details of support grants and restrictions imposed by central Government.

The idea of the code is to ensure that the local business community is given the opportunity to say its piece before rates are fixed. Chambers of Trade and Commerce

are seen as the main consultees.

Comments on the draft, which is also being circulated to "leading business organisations," should reach the *Department of the Environment at 2 Marsham Street, London SW1P 3EB* by August 3 at the latest.

## Japan gaining fast on drugs

**Japan has overtaken West Germany as the world's third largest pharmaceutical manufacturer, and is gaining fast on the UK.**

The US remains a clear leader, however, with 40 major international products, compared to Britain's 12 and Japan's 11.

Japan is also coming up fast in R&D spending, currently placed third behind West Germany and the States.

The Office of Health Economics, whose figures these are, says Europe is in danger of losing its position in pharmaceutical innovation. If this is to be

avoided, it says, the European Community must "treat its pharmaceutical industry more favourably than some member countries have been doing in recent years.

"Measures to impose a 'cheap drug' policy in Europe form a short-sighted approach which will seriously damage economic prospects for the industry" says the OHE.

The way to encourage innovation is to allow reasonable prices, provide adequate protection for companies' innovation and permit doctors proper prescribing freedom it says. "At present, there is no country in the EEC which satisfies all three of these conditions."

## 'Try harder' says Hardisty

**Companies marketing OTC medicines should make more effort to understand pharmacists and their business Winpharm managing director Bernard Hardisty told the Pharmaceutical Marketing Club last week.**

"No less than a doctor the pharmacist requires, appreciates and responds to marketing propositions which recognise his or her business problems and professional stance" he said.

"Pharmacists have every right to reject marketing approaches which indicate the company or advertising agency concerned has not paid them the compliment of working to understand the pharmacist's own needs, problems and aspirations."

Mr Hardisty reviewed trends in the overall healthcare scene which emphasise the medical, economic and social importance of self-medication with products now available to pharmacists in different parts of Europe. He recalled the comments of a representative of the French Ministry of Social Affairs at a recent European Proprietary Association meeting to the effect that his Government regarded OTC medicines as an indispensable component of the health care system.

In Britain successive health ministers have echoed these views and stressed the pharmacist's important role in the context of OTC medicine and minor ailments, Mr Hardisty said.

■ The Irish government has set up a national co-ordinating committee to encourage development of biotechnology in Ireland. Its brief is to co-ordinate the nation's effort in biotechnology by advising on the State's role.

*Chemist & Druggist 21 July 1984*





Mr J.S. Baker, MPS, of G.G. Watt Chemists, Streatham, London, receiving his cheque from Geoff Harvey of Beecham Proprietary Medicines after taking part in Beecham's "Investing for return" display scheme started two years ago. The scheme included the establishment of an investment portfolio, to be shared by ten winners, which was realised in March. The return from the original £500 investment per person was £729

## Draft cosmetics rules laid

**Draft Regulations replacing existing cosmetics legislation have been laid before Parliament.**

The Cosmetic Products (Safety) Regulations 1984 (HMSO £5.55) also implement EEC Directives relating to cosmetic products. The Regulations list substances which may not be used in cosmetics and those that are subject to certain conditions. There are lists of

colouring agents, preservatives and UV filters that cosmetics may contain.

Another section lays down which ingredients and other information should be labelled on the container or outer packaging. Products which after 30 months are likely to become unsafe or not fulfill their intended purpose should carry a "best before..." date.

Manufacturers would have to conform to the new Regulations by 1986 and retailers by 1988, except in the case of UV filters when the dates would be January 1, 1987, and January 1, 1989, respectively.

## Expansion for Trentham

**Trentham Laboratories have completed a £180,000 development of their East London premises which further extends their contract manufacturing capability.**

The development was opened by the president of US parent, the De Witt International Corporation, Mr C.H. Crews. It includes new segregated areas for powder mixing, powder filling, granulation, tableting and a dispensary, as well as a complete line able to fill and pack automatically aluminium, PVC or laminated tubes.

Trentham say they are looking to extend their manufacturing to include encapsulation as well as liquids, creams, pastes, powders, granules and tablets. This may be done through acquisition of other businesses. One possible area is antibiotic capsuling or tableting.

Managing director of De Witt International Ltd, Mr Leon Godfrey, says his company also is seeking to acquire pharmaceutical and toiletry products that have UK and worldwide potential. De

Witts presently distribute for various manufacturers in the UK and could do so in the US through the American parent, he says.

## Kodak awards

The May Kodak silver award for high quality work achieved by process industries goes to Colourcare International Ltd, Chester; Grunwick Processing Laboratories Ltd, Borehamwood; T. Litster, Peebles and R.H. Williams, Haverfordwest.

One Hour Foto, Maidstone who have achieved the Kodak points standard are listed in May's table of merit.

**William Ransom** increased pre-tax profits by 42 per cent in the year to 1983/84, on sales up 9 per cent. Profits of £378,000 (£266,000) were generated by sales up £330,000 at £3.66m. Proposed final dividend was increased to 6p per share from last year's 5p.

**Nielsen.** Pharmacies (excluding Boots) in England, Scotland and Wales dispensed an average 2,836 scripts in January, not as stated in *C&D*, July 7, p41, in January/February.

## APPOINTMENTS

**Tambrands Ltd:** Ian Jenkins joins from Farley Health as marketing manager. He was group product manager at Farleys.

**Pex Ltd:** Mark Roberts joins the company as divisional sales manager. Crispin Hiney and Mike Adams become national account managers.

**AMS (Store Fittings) Ltd:** Richard Saull has been appointed a director and head of the company. A new sales force is to be appointed to cover the UK, and a distributor network set up.

**Ciba Consumer Pharmaceuticals:** Mike Connolly is appointed senior brand manager. He joins the company from Searle's consumer operation, where he was responsible for several new product launches.

**Association of Pharmaceutical Importers:** Dr John E. Godrich MA, MB, BChir(Cantab), MRCPS, LRCP, DRCOG, is appointed medical adviser; Malcolm D. Clark BSc, MPS, licensing manager, and Karim Kohoja BSc(hons), MSc, DIC, administration manager.

**Pharmax Ltd:** The company have made three new appointments in their ethicals management team. Susan Orrells joins from Janssen Pharmaceuticals as product manager for Lasma asthma control and antibiotics. Craig Porch becomes market research manager. He was previously product manager. Steve Mordecai is promoted to product manager, covering gastroenterology products.

**LRC Products Ltd:** David Barratt is appointed general manager (marketing) in the family planning division. He was previously marketing controller with Regent Hospital Products. Rod Mallinson becomes general manager marketing for healthcare and beauty aids, from marketing controller. Andrew Slater, previously marketing controller, family planning, becomes general manager (marketing) for Marigold Industrial Products.

## EVENTS

### Portugal advice

Experts on financial matters, insurance, property and legal affairs will be holding private "surgeries" for delegates at Unichem's 1984 Portugal convention.

Delegates wishing to give advance notice of questions should send details to Kelvin Hide, Unichem House, Cox Lane, Chessington, Surrey KT9 1SN.



# CLASSIFIED

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### Medicare DRUGSTORES

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**c £18,000 + car**

To join the small management team of this rapidly expanding Drugstore Chain, you will need to be an experienced, youngish and successful F.M.C.G. buyer for a multiple retailer. With Medicare you will be responsible for developing turnover and profit within defined product groups and you will be given a great deal of independence to do this. Medicare currently has 34 shops, is expanding fast and has a current turnover in excess of £20 million p.a.

The position is based at our Warehouse in Heston, Middlesex. If you think you have the suitable experience and personality, send your c.v. to:

Buying Director, Medicare Ltd.  
Pheonix Way, Cranford Lane,  
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## RETAIL MERCHANDISERS

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With some 100 retail branches, Kingswood Chemists is a leading pharmacy chain in the U.K.

Our marketing development programme includes up-to-date merchandising and display plans, as part of our progressive retailing approach.

Three new opportunities have arisen, to join our enthusiastic merchandising team. Duties will involve working in a variety of branches, remerchandising and rationalising stock ranges.

Candidates should have sound shop experience, flair, flexibility and an interest in display.

Considerable travel is involved for which a car is provided, with all expenses covered.

**Applications to: Doug Knee, Administration Manager, Kingswood Chemists, Healthways House, 45 Station Approach, West Byfleet, Surrey KT14 6NE. Tel: Byfleet (09323) 41133.**

## KINGSWOOD CHEMISTS

### CROYDON HEALTH AUTHORITY MAYDAY HOSPITAL PHARMACY DEPARTMENT

### Storekeeper/Clerk/Grade 4

£4686 to £5536 per annum plus London Weighting 40 hours per week 8.30 to 5.30 pm.

We are looking for a responsible and energetic person to take charge of the Pharmacy store at Mayday Hospital. You will be responsible for the day to day purchasing, storage, stock control of all Pharmaceutical products at Mayday Hospital and for their supply to a number of Hospitals and Clinics in the Croydon Health District under the direction of the Principal Pharmacist.

The present store at Mayday Hospital is undergoing a major upgrading with the introduction of new shelving and stock control system. In the near future the entire Pharmacy Department will be computerised and you will be expected to operate this system.

Previous Pharmaceutical experience is essential for this very responsible post.

For further information please contact Mr. T. Lowenhoff, Principal Pharmacist tele: 01-684 6999 ext. 3322 or Unit Personnel Department ext. 3530 for application form and job description.

## AGENTS

### Toiletries and Cosmetics

Well connected agents required who call on department stores, multiple pharmacies and independent chemists. First rate commission for an exciting range of fine toiletry and cosmetic products.

**Agents required in the following areas:**  
Newcastle, Hertfordshire, Sussex, Surrey,  
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**Please telephone: 0264 77 3219**  
**(Day or night)**



## Appointments

# BUYER

We are an expanding multiple retail chemist chain with a turnover in excess of £25 million. Our expansion programme is aimed at attaining larger stores through acquisition, extension of existing premises, and new store openings.

I am now looking for an enthusiastic BUYER to control our central buying function dealing with toiletries, OTC medicines, dietary, household, and surgical products.

Previous buying experience in an FMCG environment is desirable, together with flair and an ability to initiate ideas to fully exploit the potential of the position.

You must be able to work with a team, with a minimum of supervision and be capable of communicating at all levels.

This position would suit you if you feel that you have gained the basic knowledge and skills of buying but wish to progress your career further. Salary will be negotiable according to experience.

Written applications giving details of career to date to: Mr. M.G. Jones, Purchasing Manager,

### SAVORY & MOORE LTD

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- A.** *To recruit the best person for your vacancy.*
- Q.** What should you be looking at when advertising a post in your company?
- A.** *The best media for your advertisement.*
- Q.** How do you find the best media for your advertisement?
- A.** *1. By looking at the quality of the circulation.*  
*2. By looking at the direction of the circulation.*
- Q.** What is the Chemist & Druggist Classified Sections telephone number?
- A.** **0732 364422 Ext. 272.**

# WANTED

A male/female (in possession of a typewriter) for the typing of English names and addresses on lists. Also a male/female who can pack these lists daily, with commercial folders and affix names and addresses so that they're ready to be mailed. The daily working hours at home is approximately four to six hours. Send your letter with data to:—

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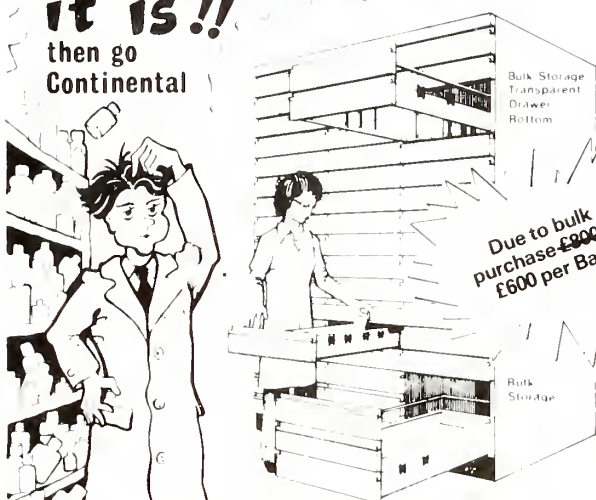


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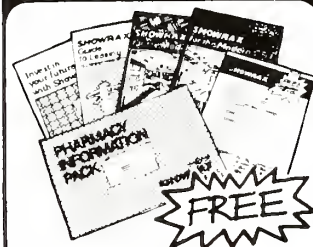
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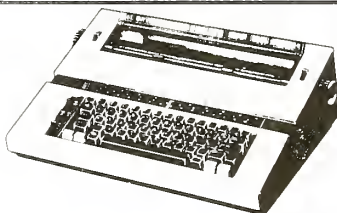
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## Bronze medal for pharmacist

**Mr Lloyd Davies, a community pharmacist from Preston, Lancs, recently won a bronze medal for clay pigeon shooting at the world medicine games in Italy. But he was sad to be the only pharmacist in the 40-strong British team.**

However, Mr Davies had a marvellous time and was made most welcome by the mainly-GP British party.

The team did well, says Mr Davies, winning several gold, silver and bronze medals in athletics, swimming, table tennis, half marathon, and so on. Several of the doctors were disappointed that more pharmacists had not been able to attend and Mr Davies hopes others will be tempted to enter next year's games in Monaco. "I'm sure they would have an enjoyable time there without having to be top-class sportsmen — a lot of it is just the fun of taking part," he says.

## Clothier retires as Ombudsman

**Sir Cecil Clothier, QC, is to retire at the end of the year as the Health Service Ombudsman, a post he has held since January 1979.**

He became closely involved with pharmacy between 1975 and 1977 when he was chairman of the joint committee of the medical and pharmaceutical professions set up to consider dispensing in rural areas (the "Clothier Committee"). In 1972 he was appointed to conduct an inquiry into the deaths of six patients by contaminated drip feed at Devonport Hospital.

Called to the Bar in 1950, Sir Cecil was a legal assessor to the General Medical and Dental Councils 1972-78 and a member of the Royal Commission on the NHS 1976-78. He became KCB in the New Year honours list 1982.

Sir Cecil is also to relinquish his post as Parliamentary Commissioner for Administration at the end of the year. His successor as Ombudsman will not be known until the Autumn. The appointment is made by the Queen, following the advice of the Prime Minister, the head of the civil service and other party leaders.



Pharmacist Gary Dobrin recently completed the ninth London to Brighton bike ride and raised money for the British Heart Foundation. He entered as a member of the Princess Grace Hospital team and says he finished with plenty of energy to spare. His secret was "special microchip technology" fitted to his bike by John Richardson Computers for whom is southern area sales representative

## Kellaway gets Welsh post

**Professor I.W. Kellaway has been elected chairman of the Welsh Committee for postgraduate pharmaceutical education.**

Professor Kellaway graduated from the London School of Pharmacy and registered in 1969. He is currently professor of pharmaceuticals at the Welsh School of Pharmacy, UWIST.

## Two number 39s . . .

**Poorly peasants in the Chinese port of Tienjin are asking their pharmacist's advice — about what to eat in the local restaurant.**

Customers visiting the restaurant check in first with resident pharmacist Jung Guang Yoh. They tell him their ailments, and he recommends the dish to help them — each of the 100 dishes on the menu being marked with the ailment which it helps.

Mr Jung has worked for 30 years in the traditional medicine stall which sponsors the restaurant. And he's had at least one success story. On the first day of opening a man of 60 came in complaining of stomach trouble. Mr Jung prescribed beef with hairy amomum (an aromatic plant) and steamed nutmeg rolls. His patient reported a great improvement and now eats there every day.

The recently opened restaurant — subject of a profile on Radio 4's "Today" programme — now serves about 300 customers a day.

## Death of Maxwell Gordon

**Mr Maxwell Gordon, FPS, died on July 13 following a stroke.**

A proprietor pharmacist in Leeds, Mr Gordon was a member of Council from 1974-77 and 1980-83. He was a co-opted member of Council's community pharmacy subcommittee 1968-71 and its chairman 1975-77; he was chairman of the Organisation Committee during his second term on Council. Other bodies he chaired include the local pharmaceutical committee (1970-82), the Society's Yorkshire Region (1969-73), the Society's Leeds Branch (1965-67) and the Leeds Branch of the NPA (1965-67). He was awarded the Society's Charter Silver medal in 1971.

Registering in 1930, Mr Gordon spent most of his working life in retail pharmacy after short periods as medical representative, sales and production manager. He sold his own business two years ago and was doing locums up to two days before he died. He leaves a widow, two sons and a daughter, Mrs Linda Stone, a member of Council.

**Tait:** Mr Alexander Tait, MPS, of Plymouth, died recently. *Mr Mervyn Madge, secretary of Plymouth Branch, Pharmaceutical Society, writes:* "Mr Tait was a respected member of the Branch and until his retirement a few years ago had been manager of several of the Plymouth Co-operative pharmacies. He was good humoured and a man worthy of his profession, loyal and helpful to all. Our sympathy goes to his widow and family."

**Dobson:** On July 10 Mr John Dobson, MPS, of 1121A Christchurch Road, Boscombe East, Bournemouth, died.

*Mr Stanley Bubb, secretary of the Bournemouth Branch of the NPA writes:* Mr Dobson of Stranraer registered in 1929 and worked for May & Baker in the early days of sulphonamide therapy. He had his own pharmacy at Boscombe East for a number of years. After disposing of the shop a few years ago he was still active as a locum until shortly before his death.

During the war he served in the Royal Marines and took part in the Normandy landings. A kindly, courteous and competent pharmacist of the highest integrity, John Dobson was a credit to his profession and much loved by all who knew him. He will be greatly missed.

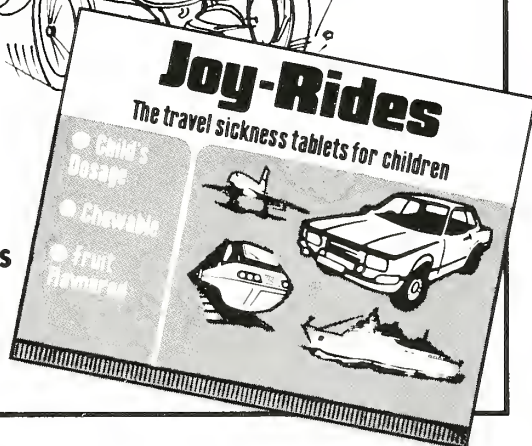


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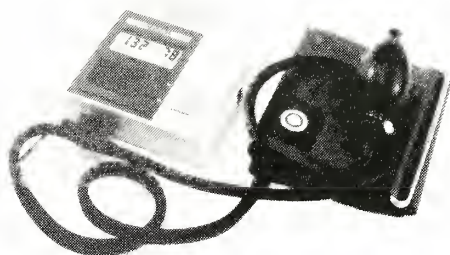


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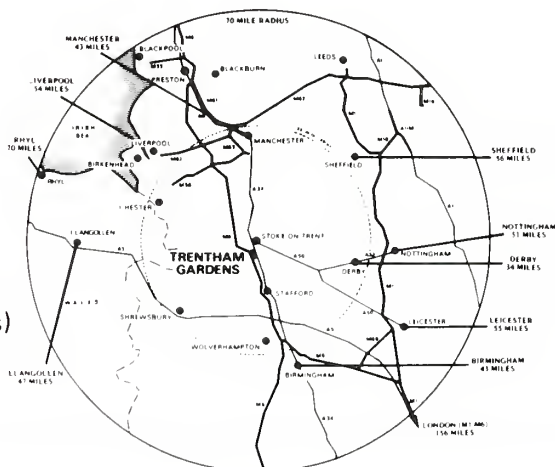
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